



Metaphors we live by in Brazil: anthropophagic notes on classic and contemporary approaches to metaphor in the Brazilian scientific-academic context

Metáforas da Vida Cotidiana no Brasil: notas antropofágicas sobre abordagens clássicas e contemporâneas da metáfora no contexto acadêmico-científico brasileiro

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In his “Anthropophagic Manifesto”¹ (1928/1991), one of the most famous Brazilian literary texts, the renowned poet Oswald de Andrade poses the polemic and ironic question: “Tupi or not Tupi? That’s the question”.² Opening this introduction with this metaphoric

¹ Translated into English by Leslie Bary (1991), and also named by the translator as “Cannibalist Manifesto”. The original text is emblematic of a Modernist proposition that influences from abroad should be subsumed, but also should be turned into a uniquely Brazilian art form.

² At the same time that the question is a parody of Shakespeare’s “Hamlet” opening question, it also makes a reference to the cannibal (anthropophagic) rituals performed by the Tupi [tu’pi] Indigenous Populations that lived in the Brazilian territory before the massive genocide (comprising ethno- and glottocide) of the Brazilian Indigenous Populations by the European colonizers.

and provocative question, we intend to present some of the most important theoretical lines of investigation on Metaphor Studies, and their repercussion, adaptation and transformation in the Brazilian research context. In the last forty years since the publication of *Metaphors We Live By* (LAKOFF; JOHNSON, 1980), we have witnessed the development of classic Conceptual Metaphor Theory (CMT) and its applications in various fields. In addition to many remarks made about Lakoff and Johnson's proposals, it is also worth bringing up the development of the Contemporary Theories of Metaphor worldwide.

It is worth noting that the notion that metaphor is not just a poetic device, but has underpinnings in how understand one idea in terms of another, has roots that can be traced back to several scholars from the 19th century (JÄKEL, 1999; MÜLLER, 2008a), and as they and others have argued, to Aristotle himself. However, the big boon to metaphor studies in the late 20th century came with the publication of Lakoff and Johnson's small book in 1980 that had big implications.

The work was the beginning of a number of publications by the two authors in the two decades that followed (e.g. JOHNSON, 1987; LAKOFF, 1987, 1993; LAKOFF; JOHNSON, 1999) which established one of the cornerstones of what developed into the field now known as Cognitive Linguistics. Basic principles espoused in these works concern how human embodied experience provides a fundamental basis for many aspects not only of how we understand how the physical world works, but also for how we understand abstract concepts, via metaphoric mappings from patterns in our physical experience to properties of the abstract. Patterns that Johnson (1987) and Lakoff (1987) characterized as "image schemas" can be cited here as one set of experiential structures that provide reference points by which we make sense of many aspects of our experience.

To provide a more concise state of the art of Metaphor Studies in Brazil, we can turn to the history of the International Conferences on Metaphor in Language and Thought (CMLT), the most important Brazilian conference in the field. As the conference organizers are relevant Brazilian researchers in the field, tracking down their production, as well as the issues dedicated to each conference, can offer a good overview of the scope of Brazilian academic work, including both classic and contemporary developments, adaptations and transformations of Metaphor Studies in the country. Comprising six (and a forthcoming

seventh) editions, the CMLT assembles researchers from all over the country, and also all over the world, as well as the most important national and international figures of reference in the field.

The first edition of the conference was held at PUC São Paulo in 2002, jointly promoted by the Graduate Program in Applied Linguistics and Language Studies and by GEIM – The Indeterminacy-of-Metaphor Research Group, under the supervision of Mara Sophia Zanotto. The conference enabled highly relevant discussions about metaphor in language and thought in Brazil and abroad. After the discussions that took place at the 1st CMLT, many Brazilian scholars turned to the development of research, as well as to participating in expanding, deepening and improving the research interest in the topic. In the same year, translation of Lakoff and Johnson's (1980) seminal book was named, entitled *Metáforas da Vida Cotidiana* ["Metaphors of Everyday Life"]. The book translation, and its huge success all over the country, made possible the dissemination of the CMT in Brazil.

GEIM, the research group headed by Zanotto and Heronides Moura (Federal University of Santa Catarina), and also formally registered in the Research Group Directory of the Brazilian National Scientific and Technological Council (CNPq),³ has produced a large amount of academic-scientific research. In a thesis dedicated to mapping the different perspectives adopted by Brazilian scholars devoted to Contemporary Theories of Metaphor, Giacomo (2010) analyzed 305 studies published between 1998 and March 2010. As concluded by the author, GEIM was the research group that made the most significant contributions in the field. Giacomo (2010) also states that: "As a matter of fact, the members of this group are many of the most important researchers dealing with metaphor studies in Brazil by far" (GIACOMO, 2010, p. 74).

Regarding international dialogues, the Conference had Lynne Cameron, Raymond Gibbs Jr., Gerard Steen and Jacob Mey as keynote speakers. An unprecedented debate took place among the first three researchers, revealing theoretical differences and specificities about these researcher's approaches: Cameron defended her thesis of systematic metaphors in discourse, while Gibbs and Steen advocated for a more cognitive and experimental approach to the subject. It is worthy to note

³ One of the two Brazilian governmental agencies that regulate and fund research (including research scholarships and grants) in the country.

that all three researchers had a high impact on Brazilian Contemporary Theories of Metaphor.

Focusing on Cameron's contributions, her work has offered metaphor scholars a different perspective on metaphor analysis, focusing on how groups of metaphors used in discourse by particular individuals or on a particular topic can constitute recurrent patterns, what Cameron calls systematic metaphors (CAMERON, 2003; CAMERON; MASLEN, 2010). This approach highlights larger patterns used in reasoning about the abstract domains under discussion. It has proven particularly fruitful in analyzing, for example, talk used by teachers and students (CAMERON, 2003, CAMERON; LOW, 2004), and discourse entailed in reconciliation talks (CAMERON, 2007, 2011).

In the years that followed the I CIMLP, there was an increasing focus in research on socio-interactional and socio-cognitive aspects of metaphor, related to cultural, ideological and social contexts. The social dimension of language and thought was the central theme chosen for the second conference, held in 2005 at Federal Fluminense University (UFF), and Cameron was one of the keynote speakers again, which demonstrate the relevance and the further developments of her approach in Brazil. Three other international researchers were invited as keynote speakers: Alice Deignan, Zoltán Kövecses and Andrew Goatley. The 2nd CMLT was organized by the Indeterminacy of Metaphor in Discourse Research Group (GEID), led by Solange Vereza, a very relevant researcher in Brazilian Metaphor Studies. Founded in 2004, GEID investigates issues related to the indeterminacy of meaning in speech and metalanguage, following proposals by Kövecses' (2005).

More specifically, the group's work presents a methodological variety of empirical studies, providing further articulation to the fields of Metaphor Studies and Applied Linguistics in Brazil. Vereza became especially famous for developing the so-called "metaphoric niche" (VEREZA, 2010, p. 708). This proposition "aims at establishing, theoretically and methodologically, the articulation between the discursive and cognitive dimensions of metaphor in argumentative texts" (VEREZA, 2010, p. 708). In short, Vereza (2010) proposes that a metaphoric niche is a unit of analysis that can formally be identified as figurative chains or networks, textually composed by a group of metaphoric expressions. When analyzed in a systematic way, one can see that a superordinate metaphoric expression can be cognitively and

discursively entailed, which can be identified co-textually from the grouped metaphoric expressions.

CMT was further popularized and disseminated through a number of books by Kövecses (1986, 2003, 2005, 2010, 2015). His work gives particular attention to the importance of cultural factors in accounting for the diversity of metaphors in different languages, and more generally, to the role of context, and not just cognition, in how metaphors arise and how they are understood. The *Metaphor in Culture Approach*, developed by Kövecses (2005) influenced many Brazilian academic-scientific works. The researcher also has been a prominent guest at a number of metaphor conferences in Brazil over the years, including three editions of the CMLT conference.

The 3rd CMLT was held in Ceará, a state located in the Northeast of Brazil. The conference was formally approved during RaAM 6, in Leeds – England, in 2006, with the commitment of holding a conference every three years. Since then, the conference has had RaAM endorsement, being announced in the Association's newsletter. The conference was promoted by both the Academic Master's Course in Applied Linguistics from the State University of Ceará (UECE) and the Postgraduate Program in Linguistics (PPGL) at the Federal University of Ceará (UFC). This conference's third edition was coordinated by Paula Lenz da Costa Lima (UECE) and Dr. Ana Cristina Pelosi (UFC). As keynote speakers, the following researchers were invited: Francisco José Ruiz de Mendoza, Zoltan Kövecses, Raymond Gibbs Jr., both invited for the second time, and Lynne Cameron, invited for the third time.

Paula Lenz Costa Lima heads the Cognition and Metaphor Research Group (COMETA), founded in 2004. The group investigates the relationship between language and thought within studies in translation, lexicology and language processing. Corpus materials are gathered for metaphor research in the field of Applied Linguistics, produced in real contexts of use, such as transcriptions of classes and didactic materials. Gibbs is one of the group's fellow researchers. Lenz is also a very important promotor of the diffusion of Cognitive Linguistics in Brazilian Portuguese, in manuals devoted to Semantics (LENZ, 2013).

Since 1998, the researcher, as well as a large number of Brazilian metaphor senior scholars, also developed studies about Primary Metaphors, initially developed in the international scene by J. Grady, whose PhD thesis (1997a) set forth a distinction that some metaphors

are built on more basic facets of our physical experience than others are. The mappings that he called ‘primary metaphors’ (e.g., similarity is proximity, causes are forces, etc.) were found to also be ones which are instantiated across a wide variety of languages and cultures. These ideas were further developed in other works by Grady (1997b, 2005b) and were tied to a distinction between different types of schemas: ones which are directly based in our sensory experience, and ones which have to do with our interpretation of and response to the world. On this view, primary metaphors involve ‘response schemas’ being understood and experienced in terms of sensory image schemas (e.g., DIFFICULTY IS HEAVINESS). The overarching shared structure between source and target in primary metaphors Grady (2005a) calls a superschema. In the case of DIFFICULTY IS HEAVINESS, for example, the superschema is that of scalar property. The superschema is then comparable to the generic space in blending theory (described below).

Regarding the articulation between Metaphor Studies and Translation and Language Processing Studies, like the ones developed by Lenz’s group, since 2007, a corpus-based approach to automatically (or semi-manually) identify metaphors became greatly prominent in Brazil. Tony Sardinha (PUC-SP) developed online software for identifying possible metaphors in large digital corpora. In short, the author (2011) proposes the inter-relation among the following parameters of identification of: (1) linguistic metaphoric expressions (the lexicogrammar) pattern, revealed by corpus analysis; (2) metaphor probabilities, derived from frequency-based studies of metaphor; (3) the parameters of variation systematization in metaphor use across different registers; and (4) automated metaphor retrieval, related to the development of software to help identifying metaphors in corpora.

Opposed to this quantitative approach proposed by Sardinha (2007, 2011), that guided many studies in Brazil, there was also a growing interest on the inter-relation between Metaphor Studies and Discourse Analysis and Conversational Analysis fields. Ana Pelosi and Emília Farias (both from UFC) have headed the Linguistics and Cognition Research Group (COLIN) since 2000. With a broad scope, the group investigates a range of topics, encompassing different approaches to metaphor in use. Both Lenz’s and Pelosi’s groups work in collaboration made Ceará “a major research center on metaphor, being recognized both nationally and internationally” (GIACOMO, 2010, p. 75).

Cameron played an instrumental role in advising senior researchers in metaphor studies in Brazil. As reported by Cameron herself (2010, p. 9), in the context of a broader project set up by Ana Pelosi and Heloísa Feltes, named “Sociocognitive representations of Violence in Brazilian Urban Centers” [“Representações Sócio-cognitivas de Violência em Centros Urbanos Brasileiros”], a joint UK-Brazil research project was carried out, analyzing responses to violence and uncertainty. Later, Luciane Corrêa Ferreira, from Federal University of Minas Gerais (UFMG) also joined the project. The study gathered together focal groups composed of Brazilian adults to discuss the high levels of urban violence experienced in some fast-growing cities in Brazil; this work resulting in a number of publications (e.g. CAMERON 2012; CAMERON *et al.*, 2014; PELOSI *et al.*, 2014), as well as in theses and dissertations that focused on specific aspects of the broader results, such as the issue of domestic violence against women (e.g. CARNEIRO, 2014).

Since 2008, scholars in Brazil, in line with those elsewhere in the world, have picked up on several developments in the field of metaphor studies, moving beyond the foundational work of Lakoff and Johnson (translated into Brazilian Portuguese in 2002). The Metaphor Identification Procedure “MIP”, by the Pragglejaz Group (2007, 2009) has increasingly been cited in empirical studies on metaphor, reflecting a trend to pay greater attention to the use of replicable methods in metaphor analysis. The procedure was translated in a special issue of UFRGS’s Translation Studies Journals [*Cadernos de Tradução*] dedicated to Cognitive Linguistics, under the organization of Maity Siqueira. The professor, along with her Research Group “Discussion Forum on Cognitive Semantics” (SEMÁFORO), and with the support of the Postgraduate Program in Letters, organized the fourth edition of CMLT in 2008 at the Federal University of Rio Grande do Sul (UFRGS), in the south of Brazil.

The theme chosen for the 2011 edition was “Metaphor: Culture and Nature”, and the international invited keynote speakers were Solange Vereza, Zoltán Kövecses, Daniel Casasanto and Dirk Geeraerts. Mainly devoted to experimental research in Psycholinguistics, the METAFOLIA – Cognitive Semantics and Pragmatics Studies (former SEMÁFORO) Research Group focus on: figurative language acquisition and comprehension (for clinical and non-clinical populations); Brazilian idioms and proverbs, metaphor and metonymy comprehension. Advised

by Raymod Gibbs both on her PhD and on her post-doctoral studies, Siqueira published two very relevant papers with her advisor: “Children’s acquisition of Primary Metaphors: a cross-linguistic study” (SIQUEIRA; GIBBS, 2007) and “Metaphor-related figurative language comprehension in clinical populations: a critical review” (SIQUEIRA; MARQUES; GIBBS, 2016).

In the first paper, the authors reported the results of experiments conducted with young children and also with adults about the understanding of primary metaphors by American English and Brazilian Portuguese speakers. As a result obtained from one verbal and one non-verbal task, the authors identified several common patterns in primary metaphor comprehension in both languages, coming to the conclusion that primary metaphors, such as MORE IS UP and KNOWING IS SEEING demonstrate that these metaphors may be good candidates for universal cognitive patterns of embodied experience. In the second paper, the authors proposed a critical review of literature about experimental studies on the comprehension of metaphor, metonymy, proverbs and idioms, comprising clinical populations with cognitive impairments, such as: Alzheimer’s disease, aphasia, brain injuries and Williams’s syndrome.

In short, experimental approaches, particularly ones grounded in theories on the embodied basis of meaning became an influential line of research involved in metaphor studies. A key figure (and perhaps the key figure) here is R. Gibbs, the author of an influential overview of experimental and theoretical research on metaphor (1994), and a central book on embodiment and cognitive science (2005) as well as editor of the *Cambridge Handbook of Metaphor and Thought* (2008). As noted above, Gibbs spoke at three editions of CMLT and it is no exaggeration to say that he has advised half of the important Brazilian PhD advisors/publishers in metaphor studies in the country. One other researcher advised by Gibbs, both on her PhD and in her post-doctoral research, was Luciane Corrêa Ferreira, which organized the CMLT 5th edition, with Ulrike Schröder (both from UFMG). The conference was promoted, and endorsed, by the Graduation Program in Linguistic Studies (POSLIN) and the Extension Center (CENEX-FALE), and also by RaAM and John Benjamins Publishing Company.

The 5th CMLT theme was “Metaphor and Language Teaching”, as both organizers work at the Department of Applied Linguistics from the Faculty of Letters of UFMG. The invited keynote speakers were

Maity Siqueira, Jeannette Littlemore, Cornelia Müller, and Gerard Steen. The MIP (2007), which grew out of work by Steen (1999a, 1999b), was subsequently adapted to involve greater reliance on a dictionary for the semantic analysis of metaphors, based on a study of different registers of discourse in a portion of the British National Corpus. This project, conducted at the Vrije Universiteit Amsterdam, led to the MIPVU procedure (STEEN *et al.*, 2010). At the 2015 conference, Steen offered a course about MIPVU, a method which has been used in recent theses and dissertations in Brazil (specially at UFRGS and UFF).

In addition, after the conference, a formal partnership was established between the ICMC (former NUCOI) Research Group, headed by Schröder, and the Language Use and Multimodal Communication group in Europa Viadrina Universität, whose chair is Cornelia Müller, a well-known researcher in Metaphor and Gestures. Müller (2008a, 2008b) has promoted the importance of studying metaphoricity as a phenomenon not inherently tied to the modality in which it is expressed. In line with this, her work has extended beyond research on spoken language and gesture to the analysis of metaphor in television news items and film (MÜLLER; KAPPELHOFF, 2018).

Taking up the increasing concern about the inter-relation between Metaphor and Gesture, the 6th CMLT theme was “Metaphor and Multimodality”. The conference’s sixth edition was held at Federal University of Bahia (UFBA) in Salvador and was organized by the Cognition and Language Studies Lab (LeCogLing) headed by Maíra Avelar, from the State University of Southwest Bahia (UESB). The conference was endorsed by three Graduation Programs from Bahia: the Graduation Program in Linguistics (PPGLin/UESB), the Graduation Program in Language and Culture (UFBA), and the Graduation Program in Cultural Critics (State University of Bahia – UNEB Alagoinhas), and also by RaAM and John Benjamins Publishing Company.

The invited plenary speakers were Lilian Ferrari (Federal University of Rio de Janeiro – UFRJ), Mark Turner, Eve Sweetser and Alan Cienki. The first two researchers, together with Gustavo Guedes (Federal Center of Technological and Scientific Development of Rio de Janeiro – CEFET-MG), Francis Steen and Maíra Avelar (UESB) developed the Brazilian capture station of the Distributed Little Red Hen Lab, an international Big Database composed of a library of TV news broadcasts from all over the world. In Brazil, broadcasts from Globo,

Record and Band are capture with closed captions in Brazilian Portuguese. Red Hen is open to the entire scientific-academic community, who can submit a simple access request, and all its technology is developed with open-source tools and codes. The first thesis using Brazilian Red Hen data was concluded three years ago (PINHEIRO, 2017), and other theses, dissertations and post-doctoral studies are also using Red Hen as a source of research in Cognitive Linguistics and Multimodality.

The move to researching metaphor as expressed not just in words, but multimodally, is one that has grown quite extensively over the past 20 years. The roots of multimodal metaphor research can actually be traced back to Lakoff and Johnson's (1980) original ideas, as they claim at the beginning of their book (p. 5) that, "*The essence of metaphor is understanding and experiencing one kind of thing in terms of another*" (italics in original). The value of researching metaphor from a multimodal perspective has long been endorsed by Forceville (1996, 2006). His early work distinguished the different ways in which metaphor can play out in combinations of words and images in print advertisements. Subsequent work highlighted the variety of contexts and media in which metaphor is expressed in more than one modality (FORCEVILLE; URIOS-APARISI, 2009), including in images, forms, and sounds.

One prominent way in which metaphor appears multimodally in spoken interaction is in combinations of words and gestures (see early research applying CMT to gesture in McNEILL; LEVY, 1982; CIENKI, 1998; MÜLLER, 1998; SWEETSER, 1998; CIENKI; MÜLLER, 2008). In the Brazilian academic-scientific research context, specially in the last five years, further focus on methods in metaphor research can be seen in work on this topic. The Linguistic Annotation System for Gesture (BRESSEM *et al.*, 2013) provides an important starting point for this research by offering a framework of categories for more objectively identifying the forms of speakers' manual gestures. This then can serve as a basis for interpreting the functions of gestures in light of the speech being produced together with them. One such function is the representation of physical entities, relations, or actions which can serve as the means (the Source Domain) for characterizing another idea (the Target Domain) via a form of comparison. This is what is elaborated in the Metaphor Identification Guidelines for Gesture (MIG-G) (CIENKI, 2017) that is increasingly being used in gestural analysis by researchers in Brazil.

In addition to general issues of metaphoric expression in relation to gesture use (CIENKI, 2008, 2013), Cienki (2005) has investigated the realization of image schemas in gestures. The topics of metaphor identification and the study of image schemas in gesture are ones which have been further pursued by scholars in Brazil (e.g. AVELAR; BARBOSA; LIMA, to appear). For that purpose, Cienki is one of Avelar's collaborators in the project named "Towards a Grammar of Gesture in Brazilian Portuguese: applications of LASG and MIG-G in Brazilian Portuguese big data". More recent research has developed the investigation of verbal tuning devices (CAMERON; DEIGNAN 2003) and co-verbal behaviors (MÜLLER, 2008b; MÜLLER; TAG, 2010) as cues that highlight metaphor use; Cienki (2020) considers how these and other cues can be used to study speakers' potential meta-communicative awareness (more conscious awareness of how they are expressing an idea) of metaphor use.

The six editions of CMLT provide served as the basis for many relevant publications in the Metaphor Studies field in Brazil. Three publications bring together the academic talks presented at the 1st CMLT: the book "Confronting Metaphor in Use: An Applied Linguistic Approach", published by John Benjamins (ZANOTTO; CAMERON; CAVALCANTI, 2008) and an special issue named "Essays on Metaphor in Language and Thought" published on *D.E.L.T.A* (ZANOTTO; NARDI; VEREZA, 2006), a high-impact Brazilian journal indexed in SciELO. The issue focused on the relationship between metaphor, language and thought. Two relevant journal issues resulted from the 2nd CMLT: An issue with selected papers presented at the conference, "Metáfora e Contexto" ("Metaphor and Context"), published on *Linguagem em (Dis)curso* (MOURA; VIEIRA; NARDI, 2007), also indexed in SciELO, and "Metaphor in language and thought: Contemporary perspectives" published on *Ilha do Desterro* (VIEIRA; VEREZA, 2007) another high-impact Brazilian journal, indexed in SciELO, SCOPUS and several other international research index bases.

A special issue of *D.E.L.T.A*. (LIMA; MACEDO; FARIAS, 2010) assembled papers produced from the plenary talks and panel sessions and oral presentations that occurred during the 3rd CMLT. In addition to assembling the talks, sessions, and presentations, the 4th CMLT published the conference proceedings in an online version. A special issue with selected papers, "Metáfora: diferentes perspectivas" ("Metaphor: various

perspectives”), was published in the journal *Scripta* (CAVALCANTE; FERREIRA; GUALDA, 2016). The conference proceedings online version was also published on the 5th CMLT website. Three special issues, including the current one, were dedicated to the 6th CMLT. The first issue was published the journal *Linguagem em Foco* (LIMA; AVELAR, 2018) and assembled papers for all over Brazil, addressing Metaphor and Multimodality (and also named as “Metáfora e Multimodalidade”), whereas the second issue, published by *Signo* assembled papers, both in Brazilian Portuguese and in American English, about multimodal metaphors (named “Metáforas multimodais”) (AVELAR; FERRARI; SWEETSER, 2019).

The current special issue, with papers written in English, is dedicated to investigating Multimodal Metaphors from the perspective of Cognitive Linguistics, and, secondarily, from a (social)semiotic perspective. The papers that comprise this issue have the Conceptual Metaphor Theory (CMT) as a departure point, but all of them discuss its contemporary implications, incorporating its theoretical and methodological developments over the last forty years. The book organized by Forceville and Urios-Aparisi (2009), also cited in most of this issue’s papers, constitutes a very relevant research source, as the authors establish the definition of modes, as well as the scope of multimodality, in terms of a cognitive-linguistic approach.

In that sense, the papers that comprise the issue discuss recent developments concerning verbal, pictorial, verbo-visual and verbo-gestural metaphors. A dynamic approach to metaphor emergence is highlighted, bringing into light the metaphorical gradation, and also the creative potential of metaphors, when the correlation between modes is taken into account. The first two papers approach the matter of verbal metaphors extracted from video data. The first paper addresses the correlation between conceptual metaphor and metonymy in proper names given to Brazilian Federal Police operations, demonstrating how features of conceptual metonomies work as prominent contributors to several cognitive actions for naming. The second paper analyzes the emergence of – and the relationship between – conventional and novel/creative metaphors in Biology video lessons. The data consist of YouTube video subtitles, and the methodology applies the MIP as a resourceful way to identify metaphors in speech.

The next four papers discuss the matter of modality inter-relation. Based on Kövecses' proposition for analyzing advertisement pieces (2002), the third paper proposes a cognitive mapping between verbal and pictorial domains, resulting in multimodal conceptual metaphors that socially represents women through stereotypes. The fourth paper deals with the Fake News category in editorial cartoons, analyzing how different semiotic modes—the verbal and the visual ones—are inter-related in the construction of metaphors. The author validates Forceville and Urios-Aparisi's proposition (2009) of analyzing metaphor (and, more generally, the meaning-making process) in more than one modality at the same time. The fifth paper discuss a typology of articulation between verbal and pictorial modalities in metaphors from governmental health campaigns in Brazil. As a result, the author proposes three modes of articulation between modalities: autonomy, correlation and interdependence, as well as some pragmatic and semantic effects for each mode, such as increasing metaphoricity, inducing reframing and refining referentiality.

Based on Forceville and Urios-Aparisi's (2009) multimodal metaphor approach, the sixth paper proposes the concept of "metaphor re-performance", as well as discusses the inter-relation between modalities in the illustrated book bilingual (English-Portuguese) "Imagine", a written and illustrated version of John Lennon's song, published under the sponsorship of Amnesty International. The next two papers bring up matters related to the text as a modality and as a concept. The seventh paper explores metaphor use in life-simulation games for smartphones. The author argues that metaphors in life simulation games start off as text-dominant, but become image-dominant after some time, asserting the dynamic and continuous nature of metaphors in this kind of game. Based on the social semiotic notion of text (KRESS, 2010), the authors explore the memes' constitution as well as their qualities and potential meaning as visual textures, a semiotic resource for text production and its metaphors.

The last two papers deal with iconicity in different perspectives. The ninth paper discusses the interactive construction of multimodal metaphors, specifically analyzing the inter-relation between speech and gestures in videotaped conversations. The author proposes the term "interculturality" (interculturality + intercorporeality) to describe the multimodal metaphors and concludes that the metaphorical content is

constructed sequentially, referring to preceding metaphors used by the interlocutors and associated with metaphorical blends. The tenth paper is a theoretical semiotic proposition based on the articulation between Peirce's (1930/1958) broad philosophic and semiotic conceptual tools and his concept of metaphor as a hypo-icon and its subdivisions. According to the author, this articulation constitutes an original and dynamic theory of metaphor, capable of operationalizing integrated analyses of multimodal aspects of metaphor.

Using a metaphor ourselves, we could say that the papers presented on this issue are a microcosm of the immense universe of metaphoric intellectual production in Brazil in the last 30 years, emphasizing research that takes into account the challenges and perspectives posed by Multimodality for Metaphor Studies developed in the last 5 years in the country. The present volume brings together authors from public institutions⁴ all over the country, as well as foreign researchers concerned about discussing metaphors produced in the Portuguese language. Through an Anthropophagic *savoir-faire*, Brazilian Contemporary Theories of Metaphor blend the old with the new, swallowing and digesting, in a decolonial way, the European and North-American concepts and methods of reference into fertile discussions and applications. In a nutshell, Metaphor Studies developed in Brazil can be summarized in one of Andrade's (1928, 1991, p. 40) aphorisms: "Science, the codification of Magic. Cannibalism."

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⁴ It is worth noting that all research funding in Brazil comes entirely from public Foundations, as does the authorization for Graduate Programs; all the research scholarships for both students and professors, even for private universities, are granted by governmental agencies. In this scenario, public universities constitute major research centers all over the country. "Public, high-quality, and free education" is a very well-known principle that guides the Brazilian public universities' fight against their closure and against the under-funded reality they have been enduring in recent years.

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