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To see and appreciate the relationship between metaphor and culture in its complexity, we have to deal with a number of basic issues. By metaphor in this paper, I will primarily mean "conceptual metaphor" that can have a number of linguistic manifestations (see Lakoff and Johnson 1980; Kövecses 2002/2010).

## **Metaphor and Culture**

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of metaphor and culture.'

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In Conceptual Metaphor Theory, this metaphor is considered universal, cutting across cultures, as it emerges from actual physiological processes.

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Second, he describes which components, or aspects of conceptual metaphor are involved in metaphor variation, and how they are involved. Third, he isolates the main causes of metaphor variation. Fourth Professor Kövecses addresses the issue to the degree of cultural coherence in the interplay among conceptual metaphors, embodiment, and causes of metaphor variation.

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