



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

Breasts are not just battlefields: Breast cancer and metaphors

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Metaphor Theory

- Conceptual Metaphor Theory
- Conventional vs Novel metaphors



Mark Johnson & George Lakoff



Raymond Gibbs, Jr



Metaphor Theory
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Cancer discourse

- Conventional metaphors
 - Battle
 - War
 - Violence



Battle metaphor in cancer discourse of English language

- These metaphors portray resistance and heightened activity (Semino et al 2017).
- *They hit me with radiation for 10 days.*



Elena Semino



Battle metaphor in cancer discourse of other languages

- Gustafsson et al explored battle metaphors in **Swedish**.
- *I will not give up! I will spit in my palm and roll up my sleeves! I will fight to the last drop of blood, and that's it.* (p. 270)

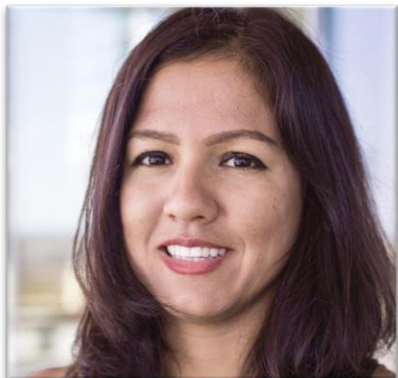


Anna Gustafsson



Battle metaphor in cancer discourse of other languages

- Magaña & Matlock (2018) examined battle metaphors in **Spanish**.
- En el año 2005 empezó la lucha.
- The battle began in 2005.



Dalia Magaña



Teenie Matlock



Other metaphors in cancer discourse

- Semino et al (2018) explored not only battle metaphors but other metaphors in cancer discourse
 - Animal metaphors
 - Obstacle metaphors
 - Restraint metaphors
 - Sport and game metaphors
 - *“An explanation that can work well in this circumstance is that caring for somebody with a terminal illness is more of a **marathon** than a **sprint**.”* (p. 90)



Metaphors & breast cancer

- Conventional metaphors
 - Battle / violence
- What else?



Hypothesis

- Breasts are not just battlefields
- Other metaphors than battle or violence metaphors are found in the language of breast cancer patients.

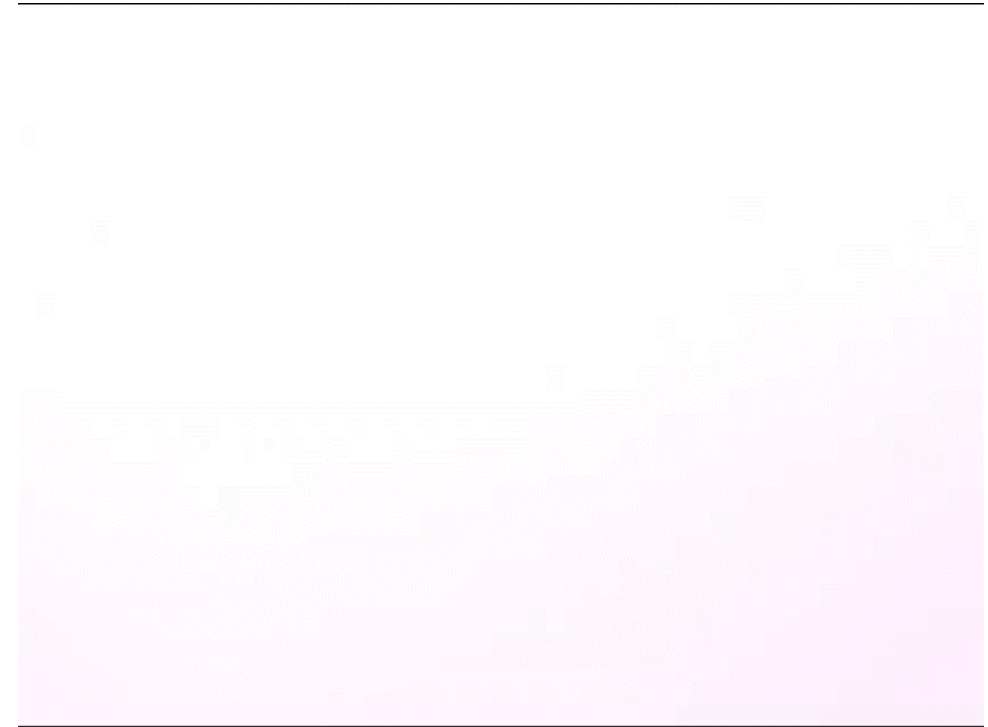


YouTube Videos

Data from Pakistan



Data from New Zealand



Methods and Data

- **YouTube videos** in Urdu and New Zealand English
- **Search terms:**
 - “Personal stories of breast cancer patients from New Zealand”, “Breast cancer and New Zealand”, etc.
 - “Personal stories of Breast cancer patients from Pakistan”, “Breast cancer and Pakistan”, etc.
- Approximately **40 videos** in each language
- **Qualitative analysis**



Preliminary Findings: New Zealand English

#	Battle / violence metaphors
1.	I had a hard battle on my hands (Tomai Hira)
2.	I felt like being hit by a train (Maree).
3.	You thought you were hit by the truck initially. (Maree)



Preliminary Findings: Urdu

#	Battle / violence metaphors	English Translation
1.	جنہوں نے اس بیماری کا بہادری سے مقابلہ کیا اور اس بیماری کو دی شکست (Irum)	The one who not only fought with this disease bravely but also defeated it.
2.	میں نے کینسر کو شکست دینی ہے (Natasha)	I have to defeat cancer.
3.	کیمو.....آپ کے سارے کے سارے سیلز مار دیتی ہے (Irum)	Chemo..... kills all your cells.
4.	جنہوں نے بریسٹ کینسر کو نہ ہی صرف شکست دی (the reporter)	The woman not only defeated breast cancer.



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Data Analysis

- Not only battle metaphors but also:
 - Part-whole metaphors
 - Business metaphors
 - Needle metaphors
 - Child metaphors
 - Vegetable metaphors
 - Metaphorical idioms
 - Loss metaphors



Conclusion



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References

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