



بحوث قسم اللغة الإنجليزية وآدابها



A Cognitive Stylistic Analysis of Selected Conceptual Metaphors in John Gray's *Men Are From Mars, Women Are From Venus*

تحليل أسلوبى معرفى لبعض الاستعارات المفاهيمية المختارة من كتاب جون جراي "الرجال من
المريخ، و النساء من الزهرة"

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الملخص باللغة العربية:

يُعَدُّ إرشاد العلاقات في عصرنا الحالي أمراً مهماً لتغيير الحياة نحو وجهة أفضل، فهو يساعد الأزواج في إيجاد طريقهم نحو تواصل أفضل وحياة أنجح. بناءً على ذلك، تختار الدراسة الحالية أحد أشهر كتب إرشاد العلاقات "الرجال من المريخ، النساء من الزهرة" (1992)، الذي قام بتأليفه خبير العلاقات الأمريكي المعروف جون جراي، ليتم التحقيق فيه أسلوبياً من منظور معرفي. يرجع سبب شهرة الكتاب إلى أنه يناقش السبب الرئيسي وراء معظم مشاكل العلاقة بين الرجل والمرأة، وهو أن كليهما مختلفين بطبيعتيهما، ويمثل المؤلف ذلك باستعارته الشهيرة بأن الرجال والنساء ينتمون إلى كوكبين مختلفين. "الرجال من المريخ والنساء من الزهرة". تهدف الدراسة إلى استقصاء السمات الأسلوبية للغة المستخدمة في الكتاب، كما تهدف إلى دراسة العلاقة بين أهمية النص والخصائص اللغوية التي تميزه عن غيره من النصوص. تُعنى الدراسة بأربعة أهداف رئيسية يتم الاعتماد في تحقيقها على المنهج التحليلي الوصفي. الهدف الأول للدراسة هو توضيح كيفية استخدام المظاهر البلاغية في الكتاب المختار من خلال تطبيق نظرية الاستعارة المفاهيمية. الهدف الثاني هو توضيح إلى أي مدى يؤثر إبداع الكاتب في استخدام اللغة على تصور النص وتفسيره. الهدف الثالث هو توضيح كيفية الوصول إلى فهم أفضل للتعبيرات البلاغية بالرجوع إلى الاسكيميا المرتبطة بها. تهدف الدراسة

إلى تسليط الضوء على أهمية الأسلوب في استخدام اللغة، وخاصة في هذا النوع من النصوص. من خلال إجراء التحليل، وجد الباحث أن الكاتب اعتمد في كتابه على ثلاثة أنواع من المظاهر البلاغية وهي الاستعارة، والتشبيه، والتشخيص، مع التركيز على الاستعارة. علاوة على ذلك، استنتج الباحث أن الكتاب يعتمد على الاستعارات البسيطة، بهدف تسهيل وصول لغته للجمهور المستهدف وتوصيل الرسائل والنصائح لهم بسهولة.

الكلمات المفتاحية: إرشاد العلاقات، المنهج التحليلي الوصفي، نظرية الاستعارة المفاهيمية،

الاسكيما.

Abstract

Relationship coaching is of great importance to have a balanced couple-life. Accordingly, the language used by the coaches and speakers, specifically in this field, has to be given more concern. That's why the researcher has chosen to conduct research in this vital area. The current study selects one of the most world-wide relationship coaching-oriented books_ *Men Are From Mars, Women Are From Venus* (1992) _ written by the well-known American author and relationship counselor John Gray, to be stylistically examined from a cognitive perspective. The study aims at achieving three main objectives. The first objective illustrates how rhetoric and persuasive devices are employed in the selected book via applying the Conceptual Metaphor Theory. The second objective demonstrates to what extent the creativity of the writer in the use of language affects the conceptualization and interpretation of the text. The third objective demonstrates how a better understanding of the text can be reached through incorporating appropriate schemas. The study aims at shedding light on the importance of style in using figurative language specifically in this type of texts. The study analysis is based on the Conceptual Metaphor Theory (CMT) proposed by Lakoff and Johnson (1980) and the Schema Theory proposed by

Frederic Bartlett (1932). Conducting the analysis, the researcher has found that the coach employs three types of speech figures which are metaphor, simile and personification, with a focus on metaphor. Moreover, the researcher has deuced that the book, as life coaching-oriented, is based on simple tropes, with an aim to easily trigger the schemas of the target audience and to easily deliver the messages and pieces of advice to them¹.

Keywords: Relationship Coaching, Conceptual Metaphor Theory, Schema Theory, Figurative Language.

Background of the Study

Stylistics is a field that has been approached from different points of view. Its main concern is to analyze the variation of the use of language. The meaning conveyed differs, based on theories which belong to different activities of thought in the mind with variations in meaning interpretation. In general, style means the ways writers use language to add uniqueness to their writing. Language includes cognition, perception, memory, anticipation, meaning and emotions. There have been many researchers who have been interested in linguistic approaches to literary texts, especially in the cognitive stylistic one, such as Lakoff & Johnson (1981), Turner (1991), Semino & Culpeper (2002), and Stockwell (2015). A cognitive stylistic analysis of a text is a type of text [analyses](#) aiming at understanding the text that requires a cognitive activity from the reader, such as memory, mapping and judgement. The current study is concerned with the cognitive effects of style, particularly concerned with that of metaphor. It endeavors to concentrate on the

metaphorical use of language, with a cognitive stylistic approach to achieve the best understanding of the text investigated. The study investigates the widespread book *Men Are From Mars, Women Are From Venus* (1992), as being one of the most important guides in relationship coaching.

Objectives of the Study

The conducted study aims at achieving the following objectives:

- 1- Illustrating how rhetoric and persuasive devices are employed in the selected book via applying the Conceptual Metaphor Theory.
- 2- Demonstrating to what extent the figurative style of the writer in the use of language affects the conceptualization and interpretation of the text.
- 3- Showing how a better understanding of the text can be reached through incorporating appropriate schemas.

Questions of the Study

The study attempts to answer the following questions:

- 1- What are the major features of the figurative style of John Gray's *Men Are from Mars, Women Are from Venus*, and what are the dominant figures of speech employed by the him?
- 2- To what extent does the use of the figurative style of the writer enhance the conceptualization and interpretation of the text?
- 3- How are the Schema Theory and the Conceptual Metaphor Theory fruitful in the interpretation of figurative language?

Data

The present study draws its data from *Men Are from Mars, Women Are from Venus* (1992), written by the well-known American author and relationship counselor “John Gray”. The book is relationship counseling- oriented. It explores the differences between men and women in the context of relationships. The book exhibits the most common relationship problems between men and women which are a result of fundamental psychological differences between both sexes. The author exemplifies these psychological differences via his famous metaphor that men and women are from distinct planets, “men from Mars and women from Venus”. The book demonstrates that each sex is adjusted to its own planet's customs, but not to those of the other. The book states that each sex can be understood in terms of distinct ways they respond to stress and stressful situations.

The book has sold more than 15 million copies and, according to a CNN report, it was the "highest ranked work of non-fiction" of the 1990s, spending 121 weeks on the bestseller list². Published in 1992, the book became exceptionally popular and is considered one of the most well-known relationship guides.

The central theme of the book revolves around the idea that men and women are fundamentally different in their communication styles, emotional needs, and approaches to problem-solving. The title itself, "Men Are from Mars, Women Are from Venus," uses a metaphor to illustrate the perceived differences between the genders. Mars and Venus represent distinct worlds, highlighting the idea that men and women may come from different emotional and

psychological landscapes. The book includes thirteen chapters. The extracts from each chapter are selected on the basis of including figures of speech, in order to be suitable for the selected theories being applied during the cognitive interpretation process.

The book became a "popular paradigm" for problems in relationships based on the different tendencies in each gender and led to [infomercials](#), audiotapes and videotapes, weekend seminars, theme vacations, a one-man Broadway show, an TV sitcom plus a movie contract with [20th Century Fox](#). The book has been published in 40 languages and has earned Gray almost \$18 million. This book was the start of more than 22 publications of Gray from 1992 till 2017 based ultimately on the book's metaphor that the two sexes are from different planets. According to a [CNN](#) report, it was the "highest ranked work of non-fiction" of the 1990s.

Theoretical Framework

Cognitive Stylistics

Stylistics has, since its earliest days, set great store using detailed linguistic analysis as a basis for the interpretation of texts. This focus on the methods of compositional technique has tended to make stylistics writerly in its general theoretical orientation. lacked a readerly dimension. In the last decade of the previous century, stylisticians began to redress the "writerly bias" in stylistics by exploring more systematically the cognitive structures that readers employ when reading texts. Cognitive stylistics has emerged in the 1990s to deal with cognitive processes, such as how reader comprehends and interprets texts, the interaction between the

reader's mind and linguistic stimuli, the role of linguistic choices, patterns in texts, and so on (Semino, 2003).

Cognitive stylistics, also well-known as cognitive poetics, is a cognitive approach to language. This study aims at examining language by showing how Schema Theory can be useful in the interpretation of literary texts. Further, the study attempts to uncover how readers can bring their own experience as well as their background knowledge to interact with the text and make interpretive connections. Schema theory is a useful tool in cognitive stylistic studies. The reader's perception of a particular text depends on his/her existing schema during the process of interpretation.

This cognitive approach intended to show how the two theories can be integrated to account for the way in which text worlds are perceived. So as a result, readers start establishing meaning based on their schemata and these meanings change through adding a new one. An in-depth cognitive stylistic analysis reveals significant points about reading and interpreting the selected literary texts by providing a way of thinking about background knowledge and how the individual's experience would influence their interpretation.

Cognitive stylistics, as a new area of study, combines cognitive science, psychology, linguistics, and literary studies. It is assumed to be able to answer questions about literature that have not been answered before. Cognitive stylistics is highly interdisciplinary; this approach to literature has taken many forms and gone in many different directions. It is evident that cognitive psychology and cognitive linguistics have had an influence on literary criticism.

Conceptual Metaphor Theory (CMT)

An important feature of cognitive stylistics has been its interest in the way we transfer mental constructs, and especially in the way we map one mental representation onto another when we read texts. Stylisticians and cognitive poeticsians have consistently drawn attention to this system of conceptual transfer in both literary and in everyday discourse. Our conceptual system plays a central role in defining our everyday realities.

Lakoff & Johnson proposed a cognitive metaphor theory which attempts to group so-called ‘conventional’ metaphors together based on a set of fundamental and schematized real or vicarious bodily experiences.³ For example, in English what is ‘good’ is commonly and systematically mapped in terms of ‘up’ (She’s in high spirits/ on cloud nine/ on a high); and what is ‘bad’ as ‘down’ (She’s down in the dumps/ under the weather/ in low spirits/ has an inferiority complex).

From a linguistic perspective, metaphors are often regarded as mainly decorative language (Schäffner: 2003). Most people will be familiar with metaphors in poetry and literature where they are used to convey a certain image or feeling. This is however only one theory on the subject of metaphors. Giving it a second thought, many will realize that metaphors occur in everyday language and not just in literature. Many of those metaphors are so well incorporated in our language. This means that metaphors are more than decoration.

Lakoff and Johnson (1980) argue that metaphors lie at the base of the human thought process and find their way into language

from our abstract or conceptual thoughts. In their Conceptual Metaphors Theory (CMT), metaphors are not regarded as decorative language. They argue that people speak (or write) metaphorically because they think metaphorically and that every metaphor can be traced back to one of the Conceptual Metaphors.

The Conceptual Metaphor Theory is selected to conduct the analysis as it is a good means to uncover the implicit connections between the source domain and the target domain of a metaphor. The source domain is the conceptual domain from which the metaphorical language is drawn. It is the domain that carries a concrete and familiar set of experiences, images, or characteristics. The source domain provides the metaphorical elements that are used to describe the target domain. The target domain is the conceptual domain that we want to understand or describe. It is the domain for which the metaphor is used to convey a certain meaning or evoke specific associations. The target domain is typically more abstract, unfamiliar, or complex than the source domain.

The Conceptual Metaphor Theory suggests that metaphors are not just linguistic tools, but they are embedded in our cognitive processes. In a metaphor, the source domain and target domain work together to create a comparison that enhances our understanding of the target domain. All in all, the two selected theories provide a framework for understanding how we grasp abstract concepts by mapping them onto more concrete and familiar domains. They shed light on the creative use of language and the generation of novel ideas.

Schema

The notion of schema (plural schemas or schemata) was first introduced in the work of the British Psychologist Sir. Frederic Bartlett in 1932 and was developed in 1990 by the American psychologist Richard Anderson in addition to many authors (Rumelhart, 2017). Schema is defined as "A conventional knowledge structure that exists in our memory"(Yule, 2010, p.150). For example, if you tell someone about any school, you do not have to mention things like class, students, teacher, chairs, desks, etc., because it is already a part of our background knowledge. According to this theory, schemata represent knowledge about concepts like objects, events, situations and actions; therefore, all humans possess schemas. These schemas can be used not only to understand something but also to predict situations occurring in our environment.

Information that does not fit into schema that exists in our mind may not be comprehended; this is the reason why readers have difficulty in comprehending a text on a subject they are not familiar with. According to the parameters of the Schema Theory, meanings are built through the interaction between the text and the interpreters' knowledge. The theory also provides a frame for literature that examines the interactions between the text and the reader's knowledge and the way in which a particular reader will perceive a text depending on his or her schemas.

The Schema Theory, proposed by Frederic Bartlett (1932), is selected by the researcher in the study analysis because it plays a crucial role in metaphors interpretation and in influencing the text

comprehension by providing a framework for how a reader makes sense of information by relating the metaphor to prior schemas. They allow the reader to draw inferences about implicit meanings within the text based on the activated schemas and help the reader resolve ambiguities or interpret figurative language for understanding intended meanings. As metaphors are often incomplete and rely on our existing knowledge to fill in the missing pieces, schemas provide the necessary context and background information to make sense of the figurative meaning.

Metaphors, or figurative language in general, often involve a mapping between familiar fields and less familiar ones. Schemas associated with the source domain (the familiar, concrete concept) are activated to make sense of the target domain (the less familiar, abstract concept). Schemas help individuals draw connections between different domains and facilitate comprehension. Meanwhile metaphors involve a conceptual mapping where elements from one domain (source) are mapped onto another domain (target), schemas provide the mental structures that enable this mapping process.

Methodology

The current study adopts the qualitative approach, as it is basically concerned with cognitive stylistic analysis of the figure of the speech employed in the selected book. As for the first stage, the extracts from the book are selected on the basis of their suitability to the theoretical framework. The extracts selected are those which present figurative use of language. Secondly, a figurative stylistic analysis is applied to the extracts in order to exhibit what the types of

figures of speech used by the writer are and what figures of speech are dominant in the writer's style. Thirdly, a cognitive analysis is applied, using the two cognitive selected theories, the Conceptual Metaphor Theory and the Schema Theory.

Data Analysis

Extract one

Figure of Speech	Linguistic Expression	Explanation
Metaphor	<p>"Imagine that <u>men are from Mars and women are from Venus.</u> One day long ago the Martians, looking through their telescopes, discovered the Venusians. Just glimpsing the Venusians awakened feelings they had never known. They fell in love and quickly invented space travel and flew to Venus. <u>The Venusians welcomed the Martians with open arms.</u> They had intuitively known that this day would come. Their hearts opened wide to a love they had never felt before" p. 22</p>	Men and women are compared to inhabitants of two different planets

In "Men are from Mars and women are from Venus", there is a conceptual metaphor that refers to the psychological distinctions between men and women as well as the symbolic mapping between the planets Mars and Venus. A conceptual metaphor is a cognitive device that is employed to understand abstract concepts by mapping them onto more concrete and familiar domains of experience. It is fundamentally a way of explaining something abstract in terms of something concrete or something somehow unfamiliar in terms of another familiar. According to the CMT, the conceptual metaphor in the previous example can be analyzed as follows:

Source Domain	Target Domain
Martians and Venusians	Men and women (Inhabitants of two different planets)

On the one hand, the source domain is the concept that represents the base for understanding the target domain. On the other hand, the target domain refers to the concept to be described. In this case, Mars and Venus_ the two planets_ represent the source domain. In astronomy, Mars and Venus are planets in our solar system, and each has its unique characteristics and features. On the other hand, men and women are the target domain. This represents the perceived variations between genders. The schema of the two planets Mars and Venus is mapped onto the target domain of men and women. In this metaphor, the properties and characteristics associated with Mars and Venus are metaphorically linked to the properties and characteristics of men and women.

The researcher infers that the writer has chosen these two planets specifically to conceptualize his metaphor because of their special planetary attributes. Venus is closer to the sun while Mars is farther. Venus orbits at an average distance of only 108 million km from the Sun, while Mars is an average of 228 million km⁴. Thus, Venus has a hotter nature than Mars. on the surface of Venus, an average of 461 °C across the entire plane, which is hot enough to melt lead. On the other hand, the average temperature on Mars is a chilly -46 °C¹. Metaphorically speaking, men embody some of the qualities associated with Mars, and women embody some of the

qualities associated with Venus. This may evoke schematic connotations to women whose nature is more talkative, warm and sometimes eruptive; and to men who are often associated with qualities like being distant, cold, and perhaps more solitary. This metaphor, which is the basis of the book's title, captures the idea that men and women have different communication styles, emotional needs, and interactive behaviors by nature. It employs several interesting conceptual metaphors and related phenomena that can be explained through schema and mapping.

“The Venusians welcomed the Martians with open arms” contains a metaphor that describes love in terms of physical space, the metaphor implies that love is something that can be entered into and experienced in a physical way. It is related to the schema of romantic love, which includes concepts such as attractiveness and affection. Moreover, the schema of welcoming involves concepts such as hospitality, acceptance, and warmth. This schema helps us to understand the relationship between the source and target domains as being based on a correspondence between similar entities. For example, the opening of arms is mapped onto the opening of hearts, and the feeling of love is mapped onto the physical experience of getting the space.

The metaphor also can be interpreted as mirroring the traditional gender roles. The Venusians, with their open arms and hearts, represent the feminine model of receptiveness and emotional openness. The Martians, who arrive and are welcomed, represent the masculine model of action and initiative. This interpretation allies

with the traditional view of men as the pursuers and women as the pursued in romantic relationships.

In conclusion, the sentence "The Venusians welcomed the Martians with open arms. They had intuitively known that this day would come. Their hearts wide opened to a love they had never felt before" employs a variation of conceptual metaphors to create an amusing image of love and warmth. This imagery can be taken to an understanding of the idea that the ability of love can surpass boundaries.

Extract Two

Figure of Speech	Linguistic Expression	Explanation
Metaphor	"When men and women are able to respect and accept their differences then love has a chance to <u>blossom</u> " p. 26	Love is compared to a plant that grows and blossoms

The sentence "When men and women are able to respect and accept their differences then love has a chance to blossom" employs a conceptual metaphor that, according to the CMT, can be analyzed as follows:

Source Domain	Target Domain
A plant or a flower that grows and blossoms	Love in a state of nourishment

The writer in the previous example employs a conceptual metaphor by which he compares love to a plant. The source domain, on which the conceptual metaphor is based, is the process of plants growing and flowering. The target domain, the concept that the reader is trying to describe, is the growth of love in the context of mutual respect and acceptance of differences. The conception of respecting and accepting differences is mapped onto the metaphor of the growing and flowering of plants. This metaphor signifies that love, similar to a plant, necessitates a certain environment in order to grow and thrive. Just as a plant needs sunlight, water and fertilizers to grow, love needs respect, acceptance and understanding to blossom. The growth of a flower, as the source domain, is mapped onto the flourishing of love, which is the target domain according to the CMT.

The metaphor employed likens respect and acceptance to a fertile soil where love can vigorously grow and blossom to become like a beautiful and cheery flower. The metaphor denotes that differences are similar to seeds that take root in a founded soil of mutual respect, consistency and acceptance. Each partner in the relationship adds distinguished qualities to the relationship, which, in turn, contribute to its richness and greenness. The source domain, the growth of a flower, is mapped onto the target domain, the development of love. Likewise, the blooming of a flower is mapped onto the flourishing of love. The writer, through employing this conceptual metaphor, emphasizes the importance of providing a supportive atmosphere for love to grow and to become something fruitful and fulfilling.

To sum up, the conceptual metaphor in "When men and women are able to respect and accept their differences then love has a chance to blossom" helps partners to understand the importance of creating a supportive and healthy environment for love to grow. When partners perceive and embrace their differences, they can assure a deeper and meaningful connection with each other, like a flower glowing in nurturing conditions.

Extract Three

Figure of Speech	Linguistic Expression	Explanation
Metaphor	“When a man is in love, he begins to care about another as much as himself. He is suddenly released from the <u>binding chains of being motivated for himself alone</u> and becomes free to give to another” p. 56	Men’s experiencing love and caring to his women is compared to being unconstrained from chains of self-concentration

In this statement, the writer employs a metaphor that conceives love as a releasing power. Additionally, love is depicted as a transformative force that completely transforms a man’s being only self-centered to become more interested in caring about the others and in willing to care about their needs. According to the CMT, the utilized metaphor can be analyzed as follows:

Source Domain	Target Domain
A man being bounded by chains	A man being motivated only for himself
A man being released from the binding chains	A man experiencing love and caring about someone rather than only himself

The phrase “released from the binding chains” illustrates love as a force that frees a person from the "chains" of being self-centered. In this metaphor, being self-centered or self-motivated is a kind of captivity or imprisonment. On the other hand, love is framed as a kind of "freedom" or "release." The metaphor indicates that love can be considered a transformative motivation from being self-focused to other-focused, where a man's emotional freedom is conducted with caring for someone else as much as himself.

The schema of the chains embodies the confines of being self-centered, while love is perceived as the power that are capable of breaking those chains, releasing a man to experience a fuller, more meaningful existence by giving and caring for another one. Before love, a man's interests focus on only self-centered goals. After love, a man's interests change to include someone else within this “self” boundary.

Extract Four

Figure of Speech	Linguistic Expression	Explanation
Simile	“For a man staying in love, getting married, and having a family is as difficult <u>as flying a jumbo jet without any training</u> . He may be able to take off, but he is sure to crash” p. 68	Maintaining love and a family life is compared to flying a jumbo jet without training

The writer points to the difficult and demanding endeavor of preserving a family life and love. He explains this through employing a simile that compares the complex and challenging task of maintaining love and family life to the highly technical and dangerous act of flying a jumbo jet without training. According to the CMT, the simile can be analyzed as follows:

Source Domain	Target Domain
Flying a jumbo jet without training	Lack of skills needed for a successful family life

The simile uses the source domain of flying a jumbo jet without training to describe the abstract concept of staying in love, getting married, and having a family in the target domain. The Initial excitement and commitment in love is mapped onto the taking off the flight, the complexity of the responsibilities to handle and protect a healthy family life to flying a jumbo jet, the lack of skills and knowledge needed for successful relationships to flying without

training, and the failure to handle the whole relationship or family to crashing.

The employed simile triggers a schema that involves the understanding of flight as a complex activity requiring specific skills, knowledge, and training. It also involves associations with danger, possibilities for error, and tragic consequences. The schema involves understanding of love and family life as demanding and challenging experiences requiring commitment, effort, and continuous learning. It also involves associations with emotional vulnerability, conflict resolution, and long-term responsibilities.

The simile emphasizes the importance of self-awareness, emotional intelligence, and relationship skills for successful relationships. It highlights the ongoing effort and commitment required for thriving love and family life. The comparison to a potentially fatal crash can evoke fear and anxiety surrounding the commitment to love and family.

The simile implies that staying in love, getting married, and having a family are similar to piloting a massive aircraft without the necessary preparation. Just as a pilot is likely to crash due to lack of training, a man without the skills and knowledge to manage relationships and navigate the complexities of family life is likely to experience failure. This suggests the importance of personal growth, communication skills, and commitment for the success of love and family.

In summary, the use of this well-chosen simile adds a vivid and dramatic layer to the description of the challenges associated with these emotional commitments. The mapping aspects provided by the metaphors offer a vivid illustration of the challenges and risks involved in maintaining love and family life. By drawing on the contrasting schemas of flight and love/family, the simile emphasizes the importance of preparation, effort, and self-awareness for navigating the complexities of relationships. However, it is important to recognize the limitations of the metaphor and avoid generalizations that might not apply to all individuals or relationships. The coach wants to give advice that with appropriate dedication and learning, individuals can navigate the challenges and maintain healthy relationships.

Extract Five

Figure of Speech	Linguistic Expression	Explanation
Metaphor	“Everyone knew that people from <u>Mars</u> and people from <u>Venus</u> spoke different <u>languages</u> , so when there was a conflict they didn’t start judging or fighting but instead pulled out their <u>phrase dictionaries</u> to understand each other more fully. If that didn’t work they went to a <u>translator</u> for help.” P. 69	Men and women are likened to inhabitants of two different planets, speaking different languages.

The coach displays the differences between men and women that may lead to misunderstandings in their relationships. He argues that men and women are like inhabitants of two different planets. In

order to understand the language of the other planet's inhabitant well, one has to learn the language spoken on this different planet. If the inhabitant does not manage to do well in this, he has to find a translator to mediate. According to the CMT, the metaphor can be analyzed as follows:

Source Domains	Target Domains
Martian and Venusians	Men and women
Speaking different languages	Expressing needs in different manners
Phrase dictionaries	Relationship guiding manuals
A translator	A couple therapist

According to the previous metaphor, Mars and Venus represent the source domain. The planets are metaphorically used to symbolize the perceived differences between men and women in terms of communication styles and behaviors (the target domain). The metaphor emphasizes that men and women communicate differently, as if speaking different languages, needing aiding tools to help in the communication, such as phrase dictionaries and translators. These tools are metaphorically linked to efforts made by individuals to understand and bridge communication gaps.

Distinctions in communication styles are metaphorically compared to two different languages spoken by inhabitants of two different planets. Instead of resorting to misunderstanding or aggression when getting into a conflict, the metaphor emphasizes the importance of positive alternative solutions like using dictionaries

and translators to fill in the communication gap. The metaphor denotes that because men and women communicate in essentially different ways, misunderstanding is a problem that they usually face in their relationships. The metaphor, however, displays a helpful and proactive method of dealing with disagreements in the most appropriate way. The coach suggests productive misunderstanding-resolving methods, such as active listening, absorbing different points of view, and looking for resources (dictionaries or translators) to close the interaction gap rather than any other negative attitudes.

When expressing feelings, women usually use metaphors, exaggerations, and generalizations. Men mistakenly translate these expressions literally. Because they do not get the right message and misunderstand the intended meaning, they usually react in an unsupportive manner. Many men don't get the point that women express feelings in a different way. Therefore, they inappropriately judge their partner's feelings, which leads, in turn, to conflicts. To avoid many arguments through correct understanding, the coach urges them to consult a Venusian/Martian Phrase Dictionary.

One example that may be mistakenly translated by a man is when a woman, after a long day of hard work, says "I am so tired; I always do everything on my own in this house". A man may translate this into "I do everything, and you do nothing, I am the only one who take the responsibilities on shoulder, I always take care of everything on my own, and you are just watching". A man may receive a message that he is incompetent and unreliable. In addition, he may interpret that she is selfish and never sees how hard he exerts for her and their family life.

Resorting to the Venusian/Martian Phrase Dictionary, a man would get the correct meaning of his women's words. After getting familiar with the translation, he would hear what she says as "I have been doing so much today. I feel tired and I really need a rest. I am in real need of your support. Would you reassure me with a hug and tell me that I am doing well and that I deserve a rest?" that is why learning about the other partner's language is crucially important.

In conclusion, employing this metaphor highlights the importance of understanding and bridging the gap between the two sexes. It emphasizes the need for men and women to actively engage in communication and translation to resolve conflicts and build stronger relationships. It argues that the Martian and Venusian languages may have common words, but the way they use them may result in different messages. Their expressions may be alike, but they may give different connotations and emotional impacts due to the lack of knowledge about the other partner's language. Accordingly, they both have to exert more effort learning about each other's language.

Extract Six

Figure of Speech	Linguistic Expression	Explanation
Metaphor	"Never go into a man's cave or you will be burned by the <u>dragon</u> " p. 80	A man's anger is compared to a dragon

The writer asserts that it is necessary for a woman to learn how to deal with a man when he needs to be alone. A woman has to

realize that a man will instinctively withdraw into his "cave" to resolve his issues when he feels frustrated or concerned. They must discover that nobody, not even the man's closest companions, is permitted inside that cave. According to the CMT, the metaphor can be analyzed as follows:

Source Domains	Target Domains
A Martian's cave	A man's isolated personal space
The cave's dragon	Man's defensive mechanisms protecting his personal space

The source domain of this metaphor is the image of a cave and a dragon. In traditional mythology and folklore, dragons are frequently associated with peril, ferocity, and the defense of a secret or hallowed area, such as a cave. The target domain is the emotional space or private withdrawal of a man. It represents a metaphorical "cave" where a man seeks isolation, reflection, or the processing of emotions.

When a man is under stress will go into his own mental cave and concentrate on figuring out an issue. Usually, he chooses the most challenging or serious issue. He temporarily loses consciousness of everything else as he becomes fixated on finding a solution to this one issue. The other issues and obligations take a backseat. He becomes more and more detached, inattentive, unresponsive, and obsessed with his relationships during these periods.

cognitively, there is a schema associated with caves and dragons. A cave is an isolated, protected space, while a dragon is often a mythical creature guarding this space with intense danger. The schema of caves and dragons is metaphorically mapped onto the target domain of a man's emotional space. The man's mental and emotional retreat is likened to a cave, and the potential emotional defensiveness is metaphorically represented by the dragon. The man's cave represents his private mental and emotional space. This is a metaphorical retreat where he may seek solitude, introspection, or emotional processing, meanwhile the dragon represents a metaphorical threat or potential force protecting the man's emotional space. It suggests that disturbing this emotional retreat may lead to encountering troubles and dangers.

The coach gives some tips about how to support a man when he retreats to his cave. He advises women not to criticize their men for needing to retreat and to avoid attempting to assist them in finding a solution to their issues. Additionally, he warns women not to attempt to comfort their men by inquiring about their emotions and not to wait for them by sitting close to their cave's entrances. A man wants his partner to have faith in his ability to resolve his problems. It is crucial for his respect, pride, and self-esteem that his woman believes he can handle the matters. A man feels supported when a woman reflects "I trust you to handle matters".

To sum up, men and women process matters very differently. Women talk about what's on their minds; they share their introspective journey with an attentive listeners. Women still often find what they want to express by merely talking. She may access her

intuition by simply letting her thoughts run freely and expressing them aloud. On the other hand, a man prefers emotional space, and intruding on it without consideration may lead to encountering bad reactions and undesirable consequences. A woman frequently makes the mistake of assuming that he would feel better if she would just ask him a lot of questions and be a good listener, but, in fact, it annoys men even more. The fact is that a woman naturally wants to help her man the same way that she would like to be helped.

Extract Seven

Figure of Speech	Linguistic Expression	Explanation
Simile	“Men are like <u>rubber bands</u> ” p.98	Men are compared to rubber bands in terms of their intimacy cycles

The writer displays the male intimacy cycle via comparing men to rubber bands. This cycle involves three stages: getting close, pulling away, and then getting close again. A man regularly needs to detach himself from a woman before he may get closer. According to the CMT, the simile can be analyzed as follows:

Source Domains	Target Domains
A rubber band	A man's cycle in a relationship

The source domain in this simile is the image of a rubber band. A rubber band is a stretchable that can expand and contract. The target domain is the emotional behavior of men. The

metaphorical comparison suggests that men's emotional closeness and distance in relationships can be likened to the stretching and contracting of a rubber band. A schema associated with rubber bands is activated when encountering this simile. A rubber band can stretch to accommodate tension and contract when the tension is released. Men are metaphorically compared to rubber bands in terms of their ability to stretch away emotionally and then contract or come back emotionally.

In the target domain, men are metaphorically compared to rubber bands. This suggests that, like rubber bands, men may have periods of emotional distancing (stretching) and then periods of emotional closeness (contracting). The employed simile suggests that men, in the context of relationships, may have natural tendencies to stretch away emotionally, creating distance, and then contract emotionally, returning to a state of closeness. It implies a cyclical or dynamic pattern in men's emotional engagement.

Men innately have the desire to distance themselves; they may need periods of emotional independence and distance before reconnecting emotionally. A woman often misunderstands a man's withdrawal as women often withdraw for negative reasons. A man may love and trust a woman. However, all of a sudden, he begins to distance himself, and just like a stretched rubber band, he will separate and then return on his own.

All in all, the simile used by the writer creatively describes the man's emotional cycle in relationships, being compared to the stretching and contracting of a rubber band. The writer exhibits

innovation by choosing this figurative expression which creatively describes men's experiencing periods of emotional distance and closeness in a dynamic and flexible attitude. In fact, in order to satisfy his need for autonomy or independence, a man detach away. He will immediately engage back after he has completely stretched away. He will suddenly realize how much he needs love and closeness after they have completely parted ways again. He will naturally become more inclined to show affection and get the love he needs. Knowing this fact about men, a woman would reasonably deal with the matter, taking the advantage of it and getting even closer to her man.

Extract Eight

Figure of Speech	Linguistic Expression	Explanation
Simile	"A woman is like a <u>wave</u> . Her self-esteem rises and falls in a wave motion" p.116	A woman's self-esteem is likened to a wave motion

The writer pays attention to how to deal with women's different moods. He employs a simile by which he describes a woman's mood to a wave motion. The simile he employs draws on the schema of waves to convey certain characteristics of a woman's emotional experiences, particularly in relation to feelings of love and self-esteem. According to the CMT, the simile can be analyzed as follows:

Source Domains	Target Domains
A wave cycling motion	A woman's mood fluctuations

The peak of the wave	A woman's periods of high self-esteem, confidence, and happiness
The trough of the wave	A woman's periods of low self-esteem, insecurity, and sadness.

The source domain of the simile is the image of a wave. A wave is a natural phenomenon characterized by frequent rising and falling motions. It has peaks and troughs and represents a dynamic, cyclic pattern. The target domain is a woman's emotional state, especially her self-esteem and mood fluctuations. The metaphorical comparison suggests that a woman's emotional states can be likened to the rising and falling of a wave.

The simile employed triggers a schema that is associated with waves. Waves have a natural rhythm involving rising to a peak and then falling to a trough. They are dynamic, cyclic, and responsive to various factors such as wind or external influences. The schema of waves is metaphorically mapped onto the target domain of a woman's emotional experiences. A woman is metaphorically compared to the cyclical, unpredictable nature of a wave.

By comparing a woman to a wave, it is clear that a woman's emotional experiences follow a cyclic pattern. The writer suggests that a woman's emotional states, particularly related to feelings of love and self-esteem, follow a pattern similar to the rising and falling of a wave. When she feels loved, her self-esteem rises, reaching a peak, but her mood may suddenly change, leading to a 'crash' in her emotional state. The simile employed by the writer reflects the idea that women's moods can be dynamic, influenced by various factors.

In conclusion, the writer invites men to understand and accept the women's fluctuations as being inherent to their nature. A more comprehensive understanding of women's experiences and the variables influencing their sense of self-worth is introduced through the given metaphor. Understanding women's emotional complexities in a better manner can be achieved by emphasizing individual differences.

Extract Nine

Figure of Speech	Linguistic Expression	Explanation
Simile	<p>“Telling a woman she shouldn’t feel hurt is about the worst thing a man can say. It hurts her even more, like <u>poking a stick into an open wound</u>”</p> <p>p. 127</p>	Telling a woman that she shouldn’t feel hurt is likened to poking a stick into an open wound of her

When a woman experiences unresolved feelings that may causes her to feel angry or hurt, she becomes in need to her partner listen to her feelings. Conversely, her partner may blame her for feeling angry and may minute her bad feelings. The writer claims this may add insult to injury. He argues that telling a woman she shouldn’t feel hurt can be as painful as poking a stick into an open wound of her. According to the CMT, the simile can be analyzed as follows:

Source Domain	Target Domain
Physical pain caused by being poked in an injury	Emotional pain caused by suppressing unresolved feelings

The writer indicates that when a woman is feeling hurt, her man may receive that as if she is blaming him. The writer sheds light on how important for a man to embrace his women in such a circumstance with love and care. If he gives her care and understanding, the argument will disappear. On the contrary, trying to tell her why she should not be hurt may make matters become much worse.

The metaphor uses the pain from being poked as the source domain with an aim to emphasize that when a man belittles his woman's feeling, it is like intensifies pain by touching an open wound in her. The wound that is already open signifies that she is already suffering from emotional pain from her unresolved feelings. Additionally, belittling her pain by telling her she should not yell of suffering adds insult to injury and make her feel worse.

The target domain of the metaphor is emotional pain. Emotional hurt, like physical hurt, can be condensed or aggravated by others' actions. The schema of the emotional wound expresses the vulnerable emotional state of a woman. The schema of the painful sensation of being hurt represents the emotional suffering, particularly when feeling being dismissed or invalidated. The "open wound" symbolizes the vulnerability of the unresolved emotional pain. Just as poking with a stick an open wound worsens the physical

pain, dismissing or invalidating a woman's feelings intensifies emotional hurt. The imagery of "pokes" at a wound is seen as delaying or drawing back healing. A lack of empathy in such an experience for a woman is likened to intensifying the pain, just like poking a physical wound would.

Extract Ten

Figure of Speech	Linguistic Expression	Explanation
Metaphor	Some couples fight all the time, and gradually their love dies. On the other extreme, some couples suppress their honest feelings in order to avoid conflict and not argue. As a result of suppressing their true feelings they lose touch with their loving feelings as well. <u>One couple is having a war while the other is having a cold war</u> " p. 153	Arguments are compared to a war, while suppressing feelings to avoid arguments is likened to a cold war

The coach draws men and woman's attention to the fact that handling disagreements is one of the most important skills to enjoy a balanced romantic life. He asserts that just as arguments can be the most damaging element in a relationship, suppressing feelings to avoid arguments can be more damaging. The coach describes suppressing resentful feelings and avoiding discussions with the partner as a cold war. According to the CMT, the metaphor can be analyzed as follows:

Source Domains	Target Domains
A war	Arguments
A cold war	Suppressing feelings to avoid arguments

When couples disagree, their conversations frequently escalate into fights, which can quickly grow into conflicts. They stop lovingly communicating to one another and immediately start hurting each other by blaming, grumbling, accusing, demanding, questioning, and resenting. Accordingly, they may stop talking in order not to light a fire of fight. The source domain in the metaphor that the coach employs is the domain of war. The target domain is the domain of argument in romantic relationships.

The schema of war is metaphorically mapped onto the target domain of romantic relationships. The conflict and dynamics within a relationship are compared to the elements of war. The schema of war involves scenes of conflicts, battles, and fighting. It is a metaphorical source often used to describe intense, adversarial situations. When men and women acutely argue, their relationship as well as their feelings fall into damage. Arguments may be the most damaging aspect of a relationship, just as communication is the most crucial component as it is easier to hurt or be hurt when we are close to someone.

When couples argue, they eventually stop being close and open to each other. Men detach and become less concerned, while women disconnect up to protect themselves. Gradually, they lose the intimacy they had in the beginning. To avoid confrontation, men often withdraw to their caves and never come out, which can be considered as cold war. They refuse to communicate. Thus, nothing is resolved.

Some couples choose to just stop talking about their problems rather than argue. They try to punish their lover by ignoring them. They do not come out and directly hurt their partners, like the fighters. Rather, they indirectly hurt them by gradually depriving them of the love they used to receive. Short-term gain is peace and harmony, but if issues are not being talked about and feelings are not being heard then resentments will build. In the long run, they lose touch with the passionate and loving feelings that drew them together. They generally use overworking, overeating, or other addictions as a way to numb their unresolved painful feelings.

Findings and Conclusion

As the excerpts under investigation has been accurately analyzed, the findings give clear answers to the proposed questions of the study. As for the first question, it enquires about the major features of the figurative style of the investigated book *_Men Are from Mars, Women Are from Venus_* and the dominant figures of speech that the writer in it.

As for the types of figures of speech chosen to be employed by the writer, it is conducted that the writer tends to employ personification, simile and basically metaphor in his whole book. The researcher has found that the writer depends in his book, as life coaching-oriented, on simple tropes, such as simile and metaphor. The researcher has conducted that the writer has employed such types of figures in order to easily get to the common reader. As a life coach, the writer's main aim is to give advice to the target audience.

Thus, the style of the language used has to be easy to deliver to all levels of readers.

As for the second question of the study, it enquires about to what extent the creativity of the writer in the use of language enhances the schemas of the reader and the conceptualization and interpretation of the text. The researcher has deduced that the language that the writer uses tends to be figurative and creative. The figures of speech that the writer employs are cleverly chosen to affect the perception of the researcher (reader). The writer ingeniously chooses the figure of speech to address certain schema in the reader's mind, which results in an easy delivery of the message that he wants to demonstrate. The writer, as a relationship coach, wants to give certain pieces of advice in a manner that is not hard for the reader to absorb. Accordingly, he has employed well-chosen figures of speech by which he can map between the piece of advice he wants to introduce and the schematic background of the receiver. Cleverly mapping between the conceptual source domains and the target domains employing these well-chosen figures of speech, the writer's work can be considered a work of novelty.

As for the third question, it investigates how the Schema Theory and Conceptual Metaphor Theory are fruitful in the interpretation of figurative language. The researcher has found that the Schema Theory holds an important role in the interpretation of the figurative language and the meanings behind. The interpretation of the figure of speech is subjective and dependent on the reader's own experiences and perspectives. Hence, schemas are important in the interpretation process in the mind. The two selected theories for

the application has been helpful in exhibiting how the writer bridge the background knowledge that is stored in the mind of the researcher (reader) with the displayed figures of speech. That, consequently, leads the researcher to better understand of the meaning implied and get the message needed to be delivered.

¹ This paper is extracted from the researcher's MA thesis entitled in "Stylistic Features of John Gray's *Men Are From Mars, Women Are From Venus*: A Cognitive Stylistic Approach", supervised by Prof. Mohamed Mohamed Tohamy and Dr. Mohamed Mahmoud Sa'eed, Faculty of Arts And Humanities, Suez Canal University.

² ["Grisham ranks as top-selling author of decade". CNN.com.](#) December 31, 1999. Archived from [the original](#) on 2012-09-08. Retrieved November 18, 2018.

³ Metaphors We Live By, 1980

⁴ NASA Planetary Fact Sheet:

<https://nssdc.gsfc.nasa.gov/planetary/factsheet/>

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