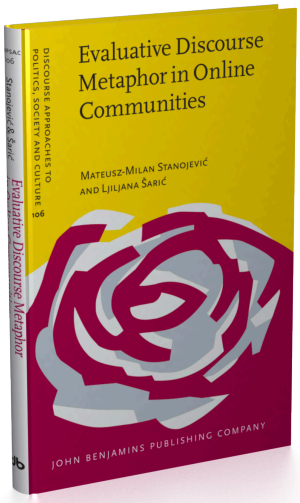
Discourse Approaches to Politics, Society and Culture
106

Table of contents

https://doi.org/10.1075/dapsac.106.toc



Pages v–viii of
Evaluative Discourse Metaphor in Online Communities
Mateusz-Milan Stanojević and Ljiljana Šarić
[**Discourse Approaches to Politics, Society and Culture**, 106]
2025. xiii, 284 pp.

© John Benjamins Publishing Company

This electronic file may not be altered in any way. For any reuse of this material written permission should be obtained from the publishers or through the Copyright Clearance Center (for USA: **www.copyright.com**).

For further information, please contact rights@benjamins.nl or consult our website at **benjamins.com/rights**

Table of contents

Acknowledgements ix

List of tables xi

List of figures xiii

CHAPTER 1. Introduction 1
1.1 Introduction 1
1.2 The evaluative discourse metaphor model 3
1.3 Why EDM and its theoretical sources 6
1.4 Material used 8
1.5 Overview of the book 9

CHAPTER 2. Metaphor and evaluation in discourse 11
2.1 Introduction 11
2.2 Evaluation 11
2.2.1 Values and evaluation in linguistics and beyond 11
2.2.2 Targets of evaluation, polarity, and explicitness 14
2.2.3 Investigating evaluations in language material 15
2.2.4 Evaluation, stance, and attitude 16
2.2.5 Situatedness of evaluation 17
2.2.6 Evaluation in the appraisal framework 18
2.2.7 Du Bois's approach to evaluation and stance 20
2.3 Metaphors in discourse 22
2.3.1 Conceptual and discursive approaches to metaphor and deliberateness 22
2.3.2 Metaphor as a framing device 26
2.3.3 Ideational, interpersonal, and textual metafunction 29
2.3.4 Metaphors, genre, and register 32
2.3.5 Patterns of metaphors in discourse: Clusters, chains, and triggers 34
2.3.6 Conclusion: Metaphors in discourse 42
2.4 The evaluative function of metaphors in discourse 42
2.4.1 Evaluative metaphor: Theories and terminology 44

2.4.2 Where does evaluation in evaluative metaphors come from? 46
2.4.3 Metaphor and evaluation from a communicative point of view: Indirectness and negative evaluation 53
2.4.4 Evaluative metaphors, discourse genres, and registers 56
2.5 Conclusion: Is evaluation a separate function of metaphors? 58

CHAPTER 3. Online discourse, evaluation, and communities **60**
3.1 Introduction 60
3.2 Affordances and features of CMC technology 61
3.2.1 (A)synchronicity 62
3.2.2 Persistence, editability and content control 63
3.2.3 Visibility 63
3.2.4 Publicness 64
3.2.5 Anonymity 65
3.2.6 Affordances and digital genres 67
3.3 Online communities, evaluation, and community-building discursive practices 68
3.3.1 Online communities: Emergent practices and negotiation 68
3.3.2 Affinity spaces and emotional styles as community-building factors 70
3.3.3 Emotions bringing communities together 71
3.3.4 Evaluative practices, dialogicity and communities 72
3.3.5 Discursive practices in community building 74
3.3.6 Discussion: What brings communities together 77
3.4 Implications for metaphor use in digital discourse 78
3.5 Conclusion 80

CHAPTER 4. An overview of the EDM model and methodology **82**
4.1 Introduction 82
4.2 Sources 82
4.2.1 Newspaper articles, political columns, and user comments 83
4.2.2 Facebook posts and comments 91
4.2.3 Forum discussions 93
4.2.4 Ethical considerations 95
4.2.5 Recapitulation 96
4.3 Identification of evaluative metaphors 97
4.3.1 Metaphor identification 98
4.3.2 Annotating evaluation: Focus on the positive/negative pole 100
4.3.3 Grouping evaluative metaphors: Focus on resonance 102
4.4 The EDM model in brief 105

CHAPTER 5. Single evaluative metaphors 107
5.1 Introduction 107
5.2 Evaluative metaphors in political discourse 109
5.2.1 Shared knowledge in political discourse: Stereotyping "the other" 109
5.2.2 Newspaper articles 113
5.2.3 Newspaper columns 115
5.2.4 User comments 120
5.2.5 Facebook comments 123
5.2.6 The influence of the initial text and public discourse on evaluative metaphors in comments 127
5.3 Evaluative metaphors in forum discourse dealing with personal and interpersonal topics 129
5.3.1 Chat threads 129
5.3.2 Threads with a specific topic 133
5.3.3 Recapitulation 136
5.4 Discussion: Evaluative metaphors across discourse types 136

CHAPTER 6. Metaphorical complexes and building resonances 139
6.1 Introduction 139
6.2 Metaphorical complexes: An example 140
6.3 An overview of metaphorical complexes in the data 143
6.4 Metaphorical complexes: Internal structure 147
6.5 Metaphorical complexes in political user comments across platforms 149
6.5.1 The *obračun* 'clash' complexes from 2014 149
6.5.2 Political disputes in 2021: Background and triggers 158
6.5.3 Longer complexes in political user comments across platforms: Conclusion 175
6.6 Metaphorical complexes within platforms 176
6.6.1 Longer complexes: *Pucanje/upucati se u nogu* 'shooting/shoot in the foot' 177
6.6.2 Shorter complexes 181
6.6.3 Within-platform complexes: Conclusion 183
6.7 Metaphorical complexes in forum discourse related to personal and interpersonal topics 184
6.7.1 Potential bondicons: *Nuklearna ljubav* 'nuclear love' and *gutanje govana* 'swallowing shit' 185
6.7.2 Playful metaphorical evaluations 191
6.7.3 Playful complexes 194
6.8 Discussion: Metaphorical complexes in political and forum discourse dealing with personal and interpersonal topics 195

CHAPTER 7. Building communities through metaphorical play and metaphorical chains **197**
7.1 Introduction 197
7.2 Example and definitions of metaphorical play 197
7.3 How metaphorical play varies 199
7.4 Metaphorical play in user comments in political discourse 200
7.5 Metaphorical play in forum discourse dealing with personal and interpersonal topics 203
7.6 Metaphorical chains 205
7.6.1 Analysis of the metaphorical chain in ForumPS 207
7.6.2 Features of metaphorical chains 216
7.6.3 Is metaphorical chaining a one-off occurrence? 221
7.7 Play frames, metaphors, and evaluation across discourses 224
7.8 Conclusion 228

CHAPTER 8. Conclusion, extensions and theoretical discussions **230**
8.1 Introduction 230
8.2 How evaluative metaphors work in discourse: An overview 231
8.3 Situating evaluative discourse metaphor into the broader theoretical context 233
8.4 Situating specific notions from evaluative discourse metaphor 236
8.5 Evaluative discourse metaphors in other discourse types 238
8.6 Extensions: Beyond metaphor 242
8.6.1 Thematic complexes 243
8.6.2 *Elitni turizam* 'elite tourism' — a figurative complex based on irony 246
8.6.3 Chaining beyond metaphor 248
8.7 Conclusion: Evaluative metaphors and beyond 255

References **256**

Index **281**