



Metaphors of time across cultures

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Abstract TIME is a highly abstract concept and prevalent in languages worldwide. Cross-cultural and cross-linguistic research suggests that TIME is embodied dissimilarly in different languages. Still the literature has not received sufficient attention in examining the differences. This study aimed to identify and compare how TIME is metaphorically represented and embodied worldwide. We investigated 14 languages; Arabic, Assamese, Chinese, English, Finnish, French, German, Japanese, Kikuyu,

Persian, Polish, Russian, Spanish, and Swedish, which represent nine language families. The metaphors were categorized conceptually as TIME IS AN ORGANISM, TIME IS MOTION, TIME IS SPACE, and TIME IS A VALUABLE COMMODITY. We employed a two-part paper-based task. The first part consisted of generation of metaphor items and the second part consisted of a valence rating task. The key variables considered were 'metaphor category' and 'language family' while controlling for demographic

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