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On the Complexity of Conceptual Animal Metaphors in Queer Speech

Jarrett Hopewell | February 28, 2020 | UM GradCon

Some viewers might experience discomfort due to the content and language of some images.

Roadmap

- Introduction
- Previous Research
- My Research Goals
- *Bear, Pig, and Otter*
- The *Bear* and *Otter* Contrast
- Proposal of Animal Metaphor Subgroups
- The *Wolf* Exception
- Summary
- Greater Impacts

Conceptual Metaphor Theory

- Conceptual metaphor refers to the understanding of an abstract concept in terms of a concrete source. (Lakoff & Johnson, 1980)

- TIME IS MONEY (Lakoff & Johnson, 1980: 7-8)
 - *You are **wasting** my time*
 - *You need to **budget** your time*
 - *I've **invested** a lot of time in this project*

What do these animals conceptualize?

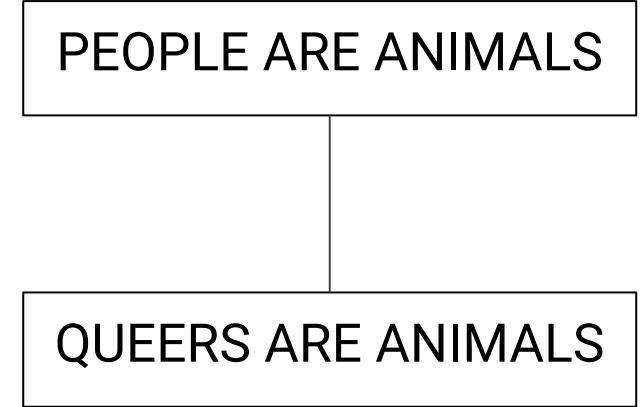


Types of queer community members



Samardžić (2015)

- Analyzes animal terms as a conceptual metaphor that categorizes types of queer community members
- Observes but does not describe inconsistencies in the metaphor
 - Visual similarities between animal and person
 - Behavioral similarities between animal and person



My Research Goals

- Investigate these inconsistencies through the lens of conceptual metaphor theory.
 - What patterns exist?
 - What generalizations can be made?
- Data consists of animal metaphors from publicly available social media sources.
 - Grindr
 - Growlr
 - Scruff

Bear


A **mid-aged, hairy** individual with a **large, stocky build**. They are typically, though not necessarily, the defined image of masculinity


(_Evannn, 2017)



Bear

🐻 🦘 🐼 = 😍 43




 UNLOCK
▶ 00:05

😞 + 🍺 = 😊 😞 + 🍦 = 😊 😞 + ☕ = 😱
😞 + 🚽 = 😊 😞 + 👤 = 😊 😞 + 🍸 = 😞
😞 + 🙄 = 😊 😞 + 🌹 = 😍 😞 + 🍆 = 😱
🍆 + 🍆 = ...?

< Bear Daddy
• Online now

Dom total top. Not looking to kiss, cuddle, or snuggle. Looking for a hungry sub btm who enjoys being f*cked long, hard, deep, and without mercy. Safe only. Also: I will not send a face picture -- do not contact me if you expect one.

Height	6'2"
Weight	250 lbs
Ethnicity	White
Body Type	Large
Gender	Man 
Position	Top
Tribes	Daddy

Pig



Someone who wants to **have sex all the time**. They typically enjoy **“dirty”, kinky sex**.


(Koymasky, 2013)




Pig

A screenshot of a dating app profile for a user named 'Pig'. The profile is dark-themed. At the top left, there is a pig face emoji and a red lipstick emoji next to the number '27'. Below this is a red rectangular placeholder for a profile picture. To the right of the placeholder is a yellow 'UNLOCK' button with a padlock icon and a play button icon, with '00:05' next to it. Below the placeholder, there is a text requirement: 'You must be this tall |-----9"-----| To mount this ride 🍷'. At the bottom, there are three rows of information: 'Gender: Queer', 'Position: Bottom', and 'Tribes: Trans'. Each row has an information icon on the right.

  27



 UNLOCK
▶ 00:05




You must be this tall |-----9"-----|
To mount this ride 🍷


Gender: Queer ⓘ



Position: Bottom

Tribes: Trans

A screenshot of a dating app profile for a user named 'Pig', showing detailed information. At the top, there is a row of emojis: a purple devil face, a blue square with a white downward arrow, a yellow banana, a peach, a pig face, a hand with the index finger pointing up, and a question mark. Below this is a red rectangular placeholder for a profile picture. To the right of the placeholder are two yellow 'XTRA' buttons, one with a hand icon and one with a speech bubble icon. Below the placeholder, there is a star icon followed by the text 'Bottom', 'Lookin for hung top', and '21y and up'. Below this is a list of attributes: 'Height: 5' 11"', 'Weight: 175 lb', 'Body Type: Average', and 'Position: Bottom'. Each attribute is on a separate line with a horizontal line below it.

      ?



 XTRA  XTRA

☆ Bottom
Lookin for hung top
21y and up

Height: 5' 11"

Weight: 175 lb

Body Type: Average

Position: Bottom

Otter

Someone that has a **slim** or even slightly athletic body and typically has a lot of **facial and body hair**.

(_Evannn, 2017)



Otter

Otterhands 🙌🏻

● Online 3 hours ago, 1,338 mi away

[Redacted]

I am

Jock, Muscle, Leather, Otter

I am into

Bears, Jocks, Muscle, Daddies, Otters

Mustachio 🐶

[Redacted]

29 years old, Single

White, 5' 8", 150 lb, Hairy

I am

Jock, Chaser, Guy Next Door, Otter

I am into

Bears, Jocks, Muscle, Daddies, Otters

Self-identification as
both *bear* and *pig*

No self-identification
as both *bear* and
otter

A screenshot of a dating app profile for a user named 'Kinky'. The profile includes a bio, physical attributes, and preferences. The bio is NSFW and describes the user as a 'Nasty Kinky top' looking for fun. The physical attributes listed are Height: 6' 0", Weight: 230 lb, Ethnicity: Mixed, and Body Type: Average. The user's gender is listed as 'Man' with an information icon. The position is 'Top' and the tribes are 'Bear'. The user is currently 'Online now' and is looking for 'Chat, Right Now'.

Kinky
• Online now

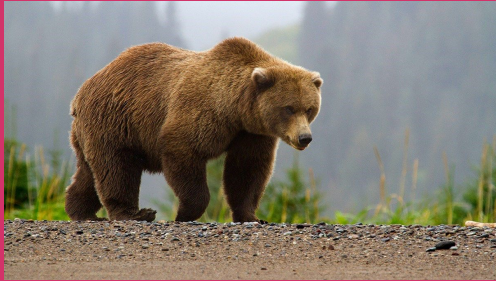
. Nasty Kinky top looking for fun. Tell me what you want, how you want it and when, don't beat around the bush. Open to anything nasty and kinky. You host, car play or public. If I'm online I'm looking. NSFW pics always welcome.
Anon/ gl00ryh00le++

Height	6' 0"
Weight	230 lb
Ethnicity	Mixed
Body Type	Average
Gender	Man
Position	Top
Tribes	Bear
Looking for	Chat, Right Now

One-Way Mapping Source → Target

Source Domain

Target Domain



-slim
+hairy
-young

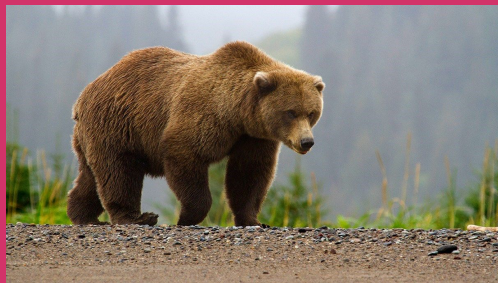


+dirty



One-Way Mapping Source → Target

Source Domain



-slim
+hairy
-young



Target Domain



+slim
+hairy



Bear and Otter are Contrastive

- *Bear* and *otter* encode features of **physical appearance**
- *Pig* encodes features of **sexual energy**

Subgroups of Animal Metaphors

Physical Appearance

Bear
Otter
Chicken †
Wolf
Bull
Cub
Rat
Bunny

Partner Relation

Hawk †
Chicken †
Wolf
Pup
Lamb †

Sexual Energy

Pig
Wolf
Pup

Exceptions

Physical Appearance	Partner Relation	Sexual Energy
<i>Bear</i> <i>Otter</i>	<i>Hawk</i> [†]	
<i>Chicken</i> [†]	<i>Chicken</i> [†]	<i>Pig</i>
<i>Wolf</i>	<i>Wolf</i>	<i>Wolf</i>
<i>Bull</i> <i>Cub</i> <i>Rat</i> <i>Bunny</i>	<i>Pup</i>	<i>Pup</i>
	<i>Lamb</i> [†]	

The *Wolf* Exception

Wolfie



36 years old, Single

Multi-Racial, 5' 9", 185 lb, Very Hairy

I am





Muscle, Leather, Geek, Daddy, Queer






I am into

Jocks, Muscle, Leather, Daddies, Guys Next Door

  's     !!!

Single and enjoying life!

That being said, I do have an amazing Alpha in  who's been my rock over the last year.    

I'm also fortunate to have a loving bondage MASTER in  who has shown me a tame side of myself I never thought possible. Collared and locked for bondage only! Checkout  on Twitter to see his work, and some of me...   

The *Wolf* Exception



+muscle
+hairy
+aggressive
+dominant



Summary: Potentially Encoded Features

Physical Appearance

±slim
±hairy
±young
±muscle

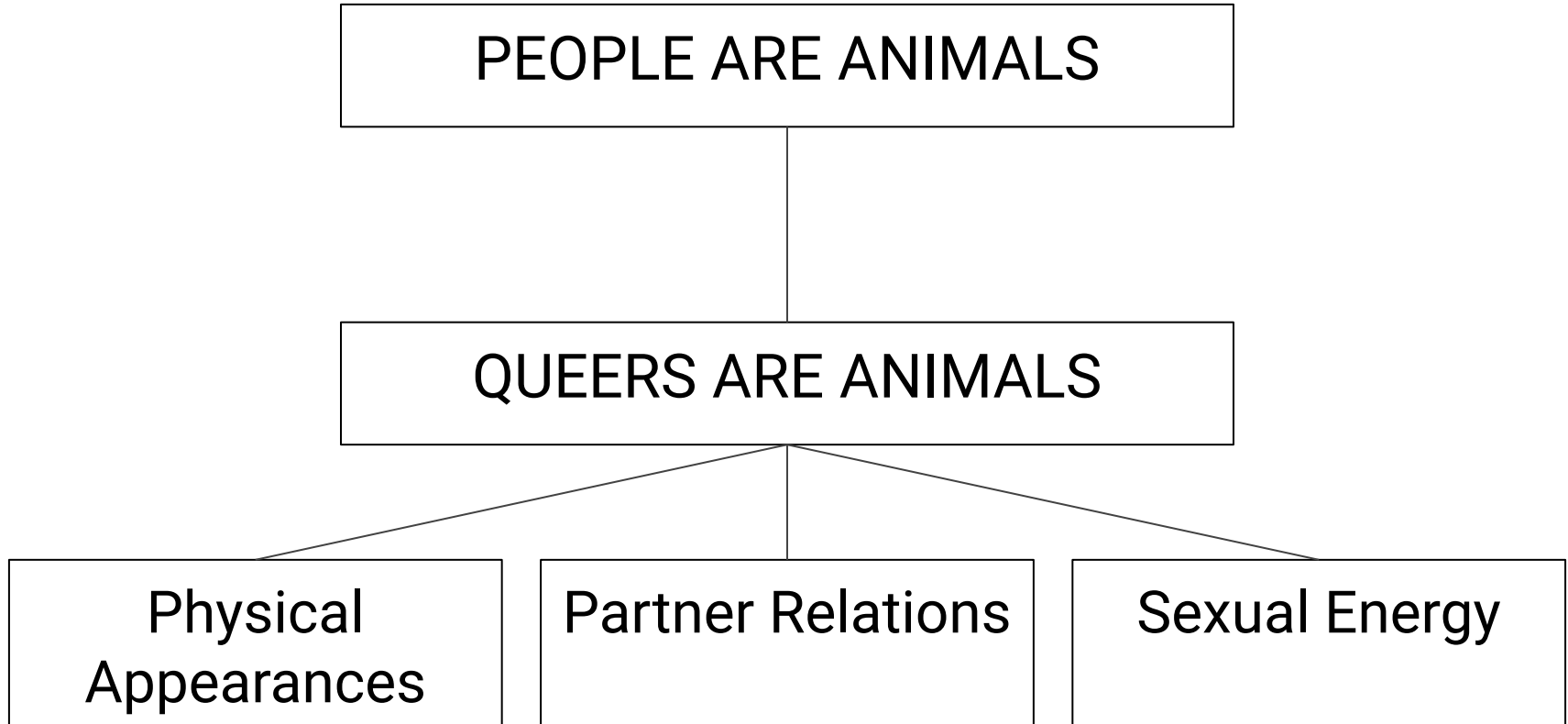
Partner Relation

±dominant

Sexual Energy

±dirty
±playful
±aggressive

Summary: Generic to Specific Metaphorical Levels



Greater Impacts

- QUEERS ARE ANIMALS encodes a conceptual understanding of the human experience through the lens of the queer community.
- There is an inherent relationship between conceptual metaphor and culture.
(Kövecses, 2010)
 - “We can see the relationship is not that of one dominant over the other, but that of mutual promotion and constraint.” (Yuanqiong, 2009)
- We might infer certain components of a culture by analyzing the conceptual metaphors found in the language of that culture.

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