Betrachtungspunkte zu Tieren und Interpretationen der Tiermetaphern: Kulturelle Unterschiede der Chinesischen und Deutschen*  
(Observing the Animals and Interpreting the Animal Metaphors: Cultural Differences between Chinese and German)

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Abstract

This study aims to explore culture differences between Chinese and German by investigating animal metaphors in their languages. First the cattle-metaphors and pig-metaphors are introduced, then the interpretation of animal metaphors will be discussed. Most of the animal metaphors are constructed with regard to appearances, and to conduct and character of the respective animal. Another category of animal metaphors mirrors the relationship between people and animals. The rest of the metaphors has been created arbitrarily. It is found that though animal metaphors are often applied as abuse, some of them are used positively (e.g., terms of endearment, benediction, praise, jest...). Human language expresses the thoughts of human beings. As part of this expression, we use animal metaphors particularly to praise or to condemn someone, i.e., animal metaphors are created to express different values such as the aesthetic criteria, human relations and social norms for humans.

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