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Refiguring Life Society and Its Metaphors
Crystals, Fabrics, and Fields Crystals,
Fabrics, and Fields Metaphors of Spain The
Enigma of Metaphor Metaphor, Nation and the
Holocaust Visions of America Animal Metaphors
and the People of Israel in the Book of
Jeremiah Metaphors of Multilingualism
Metaphors and Action Schemes Global Metaphors
Metaphors in the History of Psychology
Metaphors of Mind Metaphor Metaphors of Mind
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in Modernist Literature Professionals and
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Society, Society as Biology: Metaphors

Understanding Metaphor through Corpora

Friendly Metaphors Contagious Metaphor

Metaphor and Metonymy in Comparison and

Contrast Motives for Metaphor in Scientific

and Technical Communication Political Metaphor

Analysis Metaphor and Diaspora in Contemporary

Writing Metaphors of Confinement Philosophical

Perspectives on Metaphor Metaphor and the

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Metaphor Pictorial Metaphor in Advertising

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legislators and
interpreters on
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Refiguring Life 1995 refiguring life begins with the history of genetics and embryology showing how discipline based metaphors have directed scientists search for evidence keller continues with an exploration of the border traffic between biology and physics focusing on the question of life and the law of increasing entropy in a final section she traces the impact of new metaphors born of the computer revolution on the course of biological research keller shows how these metaphors began as objects of contestation between competing visions of the life sciences how they came to be recast and appropriated by already established research agendas and how in the process they ultimately came to subvert those same agendas refiguring life explains how the metaphors and machinery of research are not merely the products of scientific discovery but actually work together to map out the territory along which new metaphors and machines can be constructed through their dynamic interaction keller points out they define the realm of the possible in science drawing on a remarkable spectrum of theoretical work ranging from schroedinger to french psychoanalyst jacques lacan refiguring life fuses issues already prominent in the humanities and social sciences with those in the physical and natural sciences transgressing disciplinary boundaries to offer

a broad view of the natural sciences as a whole moving gracefully from genetics to embryology from physics to biology from cyberscience to molecular biology evelyn fox keller demonstrates that scientific inquiry cannot pretend to stand apart from the issues and concerns of the larger society in which it exists

Society and Its Metaphors 2003-02-01 both classical and contemporary social theorists have created a range of frameworks to formulate and develop concepts of social structure focusing on the work of the key theorists emile durkheim karl marx max weber talcott parsons and louis althusser *society and its metaphors* maps the linguistic basis of different theories of social structure

Crystals, Fabrics, and Fields 1976 the history of twentieth century spanish nationalism is a complex one placing a set of famously distinctive regional identities against a backdrop of religious conflict separatist tensions and the autocratic rule of francisco franco and despite the undeniably political character of that story cultural history can also provide essential insights into the subject *metaphors of spain* brings together leading historians to examine spanish nationalism through its diverse and complementary cultural artifacts from formal representations such as the flag to music

bullfighting and other more diffuse examples together they describe not a spanish national essence but a nationalism that is constantly evolving and accommodates multiple interpretations

Crystals, Fabrics, and Fields 1976 this book is the first to provide a cognitive analysis of the function of biological medical metaphors in national socialist racist ideology and their background in historical traditions of western political theory its main arguments are that the metaphor of the german nation as a body that needed to be rescued from a deadly poison must be viewed as the conceptual basis rather than a mere propagandistic by product of nazi genocidal policies culminating in the holocaust and that this metaphor is closely related to the more general metaphor complex of the nation as a human body person which is deeply ingrained in western political thought the cognitive approach is crucial to understanding the nature and the origins of this metaphor complex because it goes beyond the rhetorical level by analyzing the ideological and practical implications of the conceptual mapping body state in detail it provides an innovative perspective on the problem of how the nazis managed to revive a clichéd metaphor tradition to the point where it became a decisive factor in european and world history

musolff reveals how such a perspective allows us to explain why the body state metaphor continues to be attractive for use in contemporary political theories

Metaphors of Spain 2017-02-01 in the eyes of the thirteen artists whose works were commissioned for the exhibition that this book documents the word landscape refers not just to nature's scenic aspects but to the principles and systems underlying the natural world jacket flap

The Enigma of Metaphor 2010-08-13 though interest in the use of metaphor in the hebrew bible has gained momentum in recent years there is to date no investigation which concentrates exclusively on the animal metaphors in the book of jeremiah in this book the author brings to light this neglected area of study by examining the language and imagery of the animal metaphors for the people of israel in the book of jeremiah the contribution that these metaphors make to the theology of the book is given special attention and since different interpretations have been given to many of the metaphors in question the author resolves some of the questions regarding the meaning of these images in his in depth study additionally scholars have not tended to research metaphors for the nation of israel and thus this volume draws attention to a particular subject which

has largely been overlooked in chapter one foreman familiarizes the reader with the major theoretical approaches to metaphor and spells out the approach taken in his investigation eighteen metaphors are then thoroughly analyzed in chapters two three and four these metaphors are grouped into three categories each of which constitutes a chapter pastoral metaphors mammal metaphors and bird metaphors chapter five draws the results of the inquiry together this study reveals how animal metaphors make important theological claims about the nation of israel and demonstrates that they are essential elements of the message of the book of jeremiah foreman s elucidation of the language and imagery of the animal metaphors for the people of israel leads to a richer understanding of these metaphors and ultimately contributes to a more precise interpretation of the message of the book of jeremiah as a whole

Metaphor, Nation and the Holocaust 1994

metaphors of multilingualism explores changing attitudes towards multilingualism by focusing on shifts both in the choice and in the use of metaphors rainer guldin uses linguistics philosophy literature literary theory and related disciplines to trace the radical redefinition of multilingualism that has taken place over the last decades this overall change constitutes a paradigmatic shift

however despite the emergence of the new paradigm the traditional monolingual point of view is still significantly influencing present day attitudes towards multilingualism consequently the emergent paradigm has to be studied in close connection with its predecessor this book is the first extensive attempt to provide a critical overview of the key metaphors that organize current perceptions of multilingualism instead of an exhaustive list of possible metaphors of multilingualism the emphasis is on three closely interrelated and overlapping clusters that play a central role in both paradigms organic metaphors of the body kinship and gender metaphors as well as spatial metaphors the examples are taken from different languages among them french german chinese japanese spanish and brazilian portuguese this is ground breaking reading for scholars and researchers in the fields of linguistics literature philosophy media studies anthropology history and cultural studies

Visions of America 2011-10-06 all our abstract ideas are based on metaphors and action schemes jean piaget did voluminous research on how thought develops in children through assimilation of action schemes george lakoff and mark johnson have done pioneering work on metaphors and action schemes in everyday thinking this book builds on those foundations

looking at the role played by metaphors and action schemes in the history of ideas the author begins his argument by taking a critical look at the philosophy of metaphor from aristotle to the present while he sees metaphor as simply conceiving one thing in terms of another he points out that this is an inexhaustible process because the context in which the process takes place is always changing change opens up new possibilities of similarity thus the metaphor is an open door into a space of infinite possibilities

Animal Metaphors and the People of Israel in the Book of Jeremiah 2020-03-27

the advent of the twentieth century saw an incredible advance in scientific technology by the inter war period of the 1920s and early 1930s cars planes and radios were a part of everyday life and science became a popular cult for a new age faith in science surged amidst an atmosphere of intellectual and social crisis jo anne pemberton looks in detail at the rhetoric used by the political classes of the time that propagated a vision of a new global unity and reveals the way in which those same metaphors and imagery are used today in the rhetoric of globalization then as now the idea of one world was challenged by notions of manyness and multiplicity drawing parallels between then and now global metaphors reveals how much of the appeal of globalization

rhetoric relies on shimmering technological fantasies about the future today this also incorporates images of the environment which are used to reinforce the idea of an interconnected world while this seductive imagery is impelled at one level by the romance of scientific invention pemberton reveals the way in which it is also used to cement particular political economic and cultural interests as universal goods arguing that our current debate about globalization is in effect a re run of the same debate from the inter war period she explores why globalist thinking gains currency at particular moments in history and looks beyond this to the interests values and cultural biases it belies the book explores many similarities between early twentieth century discussions of modernity and late twentieth century debates about postmodernity

Metaphors of Multilingualism 1997 arguing that psychologists and their predecessors have invariably relied on metaphors in articulation the contributors to this volume offer a new key to understanding a critically important area of human knowledge by specifying the major metaphors

Metaphors and Action Schemes 2001-10-20 metaphors of mind seeks to help readers understand human intelligence as viewed from a variety of standpoints such as those of

psychology anthropology computational science sociology and philosophy much of the present confusion surrounding the concept of intelligence stems from our having looked at it from these different standpoints without considering how they relate to each other or how they might be combined into a unified view that goes beyond the boundaries of a particular discipline readers of metaphors of mind will come away with a comprehensive understanding of the concept of intelligence and how ideas about it have evolved and are continuing to evolve

Global Metaphors 1994-07-29 each of these analysing architecture notebooks is devoted to a particular theme in understanding the rich and varied workings of architecture they can be thought of as addenda to the foundation volume analysing architecture which first appeared in 1997 and has subsequently been enlarged in three further editions examining these extra themes as a series of notebooks rather than as additional chapters in future editions allows greater space for more detailed exploration of a wider variety of examples whilst avoiding the risk of the original book becoming unwieldy metaphor is the most powerful component of the poetry of architecture it has been a significant factor in architecture since the earliest periods of human history when people were finding ways to

give order and meaning to the world in which we live it is arguable that architecture began with the realisation of metaphor in physical form and that subsequent movements from greek to gothic renaissance to modern victorian to vernacular have all been driven by the emergence or rediscovery of different metaphors by which architecture might be generated

Metaphors in the History of Psychology

1990-07-27 curiosity about the human mind what it is and how it functions began long before modern psychology but because the mind and its processes are so elusive they could be described only by means of metaphor michael kearns in this prize winning study examines the development of metaphors of the mind in psychological writings from hobbes through william james and in fiction from defoe through henry james throughout the eighteenth century and even into the early nineteenth metaphors of the mind as a relatively simple entity either mechanical or biological dominated both those engaged in psychological theorizing and novelists ranging from richardson and smollett through dickens and the brontes in the nineteenth century such psychologists as herbert spencer and alexander bain conceived of the mind as a complex organism quite different from that embodied in earlier thinking but their figurative language

did not keep pace the result was a tension between theoretical expression and actual discussion of mental phenomena

Metaphors of Mind 2019-03-28 this book offers a new definition of metaphor as an ontological and visual construction whose roots are external visual forms and its motivation is our attachment to forms this definition which michalle gal names visualist challenges the ruling conceptualist theory of metaphors and places a new emphasis on how we experience rather than understand metaphors in doing so she responds to the visual turn that is taking place in literature and the media demanding that the visual become a site of philosophical analysis this focus on the external visual world allows gal to employ visual theories to capture the essence of metaphor she looks beyond conceptual or semantic mechanism and returns to theories of arnheim and gombrich and the current evolution of ideas about the visual or material and embodied cognition proposing to see visual metaphors in their basic form she uses a new externalist terminology of ontology visuality composition affordance construction and emergence setting out a new theory that takes into account that humans are visual no less than cognitive creatures visual metaphors and aesthetics lays the foundation for a new vocabulary to talk about metaphors

Metaphor 2021-10-21 lumen gentium the dogmatic constitution on the church of the second vatican council uses various images to speak about the church this study is about the church as the bride of christ unlike the great images of the church as the people of god and the body of christ the image of the church as the bride of christ has never been extensively examined since the second vatican council the current research is a biblical and systematic theological study of this image its main question is what this metaphor can tell us about the essence of the church and what its consequences are for the life of the church today

Metaphors of Mind in Fiction and Psychology

2022-05-19 the study examines the sartorial production of feminine identities in 20th century britain cognitive metaphor theory is applied to demonstrate the importance of clothing in public assertion of gender identities

Visual Metaphors and Aesthetics 2020-04-28 the

papers of the present volume investigate the potential of the metaphor of life as theater for literary philosophical juridical and epistemological discourses from the middle ages through modernity and focusing on traditions as manifold as french spanish italian german russian and latin american

The Bride of Christ - A Metaphor for the

Church 2019-05-20 jungian metaphor in modernist literature argues for the centrality of carl jung s theory of individuation and alchemy in modernist poetics through analysis of the uses of a mythic method in modernist literary works the book develops a related alchemical model which serves to expand understanding of modernist uses of language the book is an innovative exploration of modernist literary creativity under a jungian lens spanning both the literary and scholarly jungian field the literary works of hilda doolittle james joyce and w b yeats are read in the light of jung s central theme of an alchemical marriage with attempts at developing a related alchemical model a jungian poetics which serves to expand a reader s understanding of modernist uses of language this provides a fresh new lens through which modernist literature is viewed and seeks to reevaluate the role of jung in the humanities namely in the field of modernist literature an area from which jung has long been shunned this book will be of great interest for academics researchers and post graduate students in the fields of literature modernism psychoanalysis gender studies jungian psychology depth psychology literary theory and cultural studies

Dress As Metaphor - British Female Fashion and Social Change in the 20th Century 2020-02-19

professions and metaphors understanding professions in society explores the way that two traditions have contributed to our understanding of both theory and society over recent decades in the first tradition the growing literature on metaphors has helped to guide thinking providing insights into such phenomena as the study of organizations in the second there has been an increased interest in professions from lawyers and university academics to doctors and social workers this edited collection brings together these two traditions for the first time providing a unique and systematic overview at macro and micro level of the use of metaphors in the sociology of professions a range of professional fields are explored from law and medicine to social work and teaching showing how metaphors can enhance our understanding of the operation of professional groups by demonstrating how metaphors can add to our understanding of professions in society as well as in professional practice this ground breaking book makes an invaluable contribution to advanced students and researchers in fields such as the sociology of professions and work and organization as well as informing professionals and policy makers themselves

Theater as Metaphor 2016-07-22 how did the homeric narrator use metaphors of time speech and thought to compose and structure the iliad

and odyssey

Jungian Metaphor in Modernist Literature

2019-08 there are suggestive and interesting contributions historians of modern france and historians interested in the cultural aspects of war will find much to engage with in this stimulating collection french history france experienced four major conflicts in the fifty years between 1914 and 1964 two world wars and the wars in indochina and algeria in each the role of myth was intricately bound up with memory hope belief and ideas of nation this is the first book to explore how individual myths were created sustained and used for purposes of propaganda examining in detail not just the press radio photographs posters films and songs that gave credence to an imagined event or attributed mythical status to an individual but also the cultural processes by which such artifacts were disseminated and took effect reliance on myth so the authors argue is shown to be one of the most significant and durable features of 20th century warfare propaganda used by both sides in all the conflicts covered in this book however its effective and useful role in time of war notwithstanding it does distort a population s perception of reality and therefore often results in defeat the myth making that began as a means of sustaining belief in france s supremacy and later her will and ability to resist

ultimately proved counterproductive in the process of decolonization

Professions and Metaphors 2002 includes essays that are grouped in three parts mathematics mathematics and physics and language consciousness and book reviews this book is suitable for those interested in the philosophy and history of mathematics physics and linguistics

Metaphor in Homer 2000 not lie in the conceptual distinctions but in the perceived functions of metaphors and whether in the concrete case they are judged positive or negative the ongoing debates reflect these concerns quite clearly namely that metaphors are judged on the basis of supposed dangers they pose and opportunities they offer these are the criteria of evaluation that are obviously dependent on the context in which the transfer of meaning occurs our fundamental concern is indeed the transfer itself its prospects and its limits looking at possible functions of metaphors is one approach to understanding and elucidating sentiments about them the papers in this volume illustrate by quite different examples three basic functions of metaphors illustrative heuristic and constitutive these functions represent different degrees of transfer of meaning metaphors are illustrative when they are used primarily as a literary device to

increase the power of conviction of an argument for example although the difference between the illustrative and the heuristic function of metaphors is not great it does exist metaphors are used for heuristic purposes whenever differences of meaning are employed to open new perspectives and to gain new insights in the case of constitutive metaphors they function to actually replace previous meanings by new ones sabine maasen in her paper introduces the distinction between transfer and transformation

Metaphor and Metaphorology 2007 this book introduces a unique methodology to the study of metaphor integrating a corpus linguistic approach to explore the lexical grammatical semantic and pragmatic characteristics of metaphoric instances of language the volume questions the reliability of attempts to identify metaphor based on dichotomy and drawing on data from a corpus of nineteenth century writing instead advocates for the notion that metaphoricity is context dependent and fluid in relation to the respective social and discourse contexts in which metaphors can be found the book also applies lexical priming theory to metaphoric language to suggest that our use of metaphor is due to unconscious behaviors a counterpoint to perspectives that see metaphor use as part of the creative process taken as a whole the volume calls for

a deeper investigation of the complex web of meaning senses that contributes to our understanding of metaphor making this key reading for students and researchers in corpus linguistics metaphor studies lexicography semantics and pragmatics

France at War in the Twentieth Century

2013-12-01 this is a collection of essays to celebrate 45 years of professor aleksander szwedek s academic endeavour and his impressive contribution to the development of linguistics in poland and abroad the articles seek to represent an eclectic range of topics in linguistics literature and cultural studies they reflect the versatile and influential nature of professor szwedek s work and have been contributed by colleagues and former pupils now active in a variety of academic fields within english studies all have been inspired in various ways by the work and teaching of aleksander szwedek

Mathematics as Metaphor 2018-05-11 the metaphor of contagion pervades critical discourse across the humanities the medical sciences and the social sciences it appears in such terms as social contagion in psychology financial contagion in economics viral marketing in business and even cultural contagion in anthropology in the twenty first century contagion or thought contagion has become a byword for creativity and a

fundamental process by which knowledge and ideas are communicated and taken up and resonates with andré siegfried's observation that there is a striking parallel between the spreading of germs and the spreading of ideas in contagious metaphor. peta mitchell offers an innovative interdisciplinary study of the metaphor of contagion and its relationship to the workings of language. examining both metaphors of contagion and metaphor as contagion, contagious metaphor suggests a framework through which the emergence and often epidemic-like reproduction of metaphor can be better understood.

Biology as Society, Society as Biology:

Metaphors 2008. The book elaborates one of roman jakobson's many brilliant ideas, i.e. his insight that the two cognitive strategies of the metaphoric and the metonymic are the end points on a continuum of conceptualization processes. This elaboration is achieved on the background of lakoff and johnson's twodomain approach, i.e. the mapping of a source onto a target domain of conceptualization. Further approaches dwell on different stretches of this metaphor/metonymy continuum. Still other papers probe into the specialized conceptual division of labor associated with both modes of thought. Two new breakthroughs in the cognitive linguistics approach to metaphor and metonymy have recently been developed. One is

the three domain approach which concentrates on the new blends that become possible after the integration or the blending of source and target domain elements the other is the approach in terms of primary scenes and subscenes which often determine the way source and target domains interact

Understanding Metaphor through Corpora

2013-03-14 examination of the work of scientific icons newton descartes and others reveals the metaphors and analogies that directed their research and explain their discoveries today scientists tend to balk at the idea of their writing as rhetorical much less metaphorical how did this schism over metaphor occur in the scientific community to establish that scientists should use metaphors to explain science to the public and need to be conscious of how metaphor can be useful to their research this book examines the controversy over cloning and the lack of a metaphor to explain it to a public fearful of science s power the disjunction between metaphor and science is traced to the dispensation of the solar system analogy in favor of a mathematical model arguing that mathematics is metaphorical the author supports the idea of all language as metaphorical unlike many rhetoricians and philosophers of science who have proclaimed all language as metaphorical but have allowed

a distinction between a metaphorical use of language and a literal use for technical communication pedagogy the implications of this study suggest foregrounding metaphor in textbooks and in the classroom though many technical communication textbooks recommend metaphor as a rhetorical strategy some advise avoiding it and those that recommend it usually do so in a paragraph or two with little direction for students on how to recognize metaphors or to how use them this book provides the impetus for a change in the pedagogical approach to metaphor as a rhetorical tool with epistemological significance

Friendly Metaphors 2003 this book explores the cognitively oriented approach to metaphor studies comparing it critically to other contemporary paradigms of metaphor in meaning it incorporates cutting edge empirical data in both semantics and cognitive linguistics metaphor has gained central status over the past decades chiefly on account of lakoff and johnson s 1980 book metaphors we live by which has become a standard point of reference rather than advocating a pick and mix combination of cognitive attitudes with theory and data from other paradigms the book argues for the methodologically reflective comparison of theory traditions and acknowledgement of their strengths and weaknesses this critical

reflection on metaphor is an essential read for students of metaphor at an advanced undergraduate or postgraduate level each chapter outlines areas for further reading and research and the book is built around data drawn from a multilingual research corpus of metaphors compiled from existing research other corpora and internet data

Contagious Metaphor 2017-03-02 choose ten major contemporary diasporic writers from abdulrazak to zadie ask ten leading authorities to write about their use of metaphor and this is the result a timely reassertion of metaphor's unrivalled capacity to encompass sameness and difference and create understanding and empathy across boundaries of nationality race and ethnicity

Metaphor and Metonymy in Comparison and

Contrast 2016-08-25 metaphors of confinement the prison in fact fiction and fantasy offers a historical survey of imaginings of the prison as expressed in carceral metaphors in a range of texts about imprisonment from antiquity to the present as well as non penal situations described as confining or restrictive these imaginings coalesce into a carceral imaginary that determines the way we think about prisons just as social debates about punishment and criminals feed into the way carceral imaginary develops over time examining not only english language prose

fiction but also poetry and drama from the middle ages to postcolonial particularly african literature the book juxtaposes literary and non literary contexts and contrasts fictional and nonfictional representations of imprisonment and discussions about the prison as institution and experiential reality it comments on present day trends of punitivity and foregrounds the ethical dimensions of penal punishment the main argument concerns the continuity of carceral metaphors through the centuries despite historical developments that included major shifts in policy such as the invention of the penitentiary the study looks at selected carceral metaphors often from two complementary perspectives such as the home as prison or the prison as home or the factory as prison and the prison as factory the case studies present particularly relevant genres and texts that employ these metaphors often from a historical perspective that analyses development through different periods

Motives for Metaphor in Scientific and Technical Communication 2012-01-06

philosophical perspectives on metaphor was first published in 1981 minnesota archive editions uses digital technology to make long unavailable books once again accessible and are published unaltered from the original university of minnesota press editions we are

says mark johnson in the midst of metaphormania the past few years have seen an explosion of interest in metaphor as a vehicle for exploring the relations between language and thought while a number of recent books have dealt with metaphor from the standpoints of several disciplines there is no collection that shows the best of the work that has been done in the field of philosophy mark johnson has brought together essays that define the central issues of the discussion in this field his introductory essay offers a critical survey of historically influential treatments of figurative language including those of aristotle hobbes locke kant and nietzsche and sets forth the nature of various issues that have been of interest to philosophers thus it provides a context in which to understand the motivations influences and significance of the collected essays an annotated bibliography serves as a catalog of all relevant literature philosophical perspectives on metaphor provides an entry point into the philosophical exploration of metaphor for students philosophers linguists psychologists artists critics or anyone interested in language and its relation to understanding and experience

Political Metaphor Analysis 2019-08-13

metaphor and the slave trade provides compelling evidence of the hidden but unmistakable traces of the transatlantic slave

trade that persist in west african discourse through an examination of metaphors that describe the trauma loss and suffering associated with the commerce in human lives this book shows how the horrors of slavery are communicated from generation to generation laura t murphy s insightful new readings of canonical west african fiction autobiography drama and poetry explore the relationship between memory and metaphor and emphasize how repressed or otherwise marginalized memories can be transmitted through images tropes rumors and fears by analyzing the unique codes through which west africans have represented the slave trade this work foregrounds african literary contributions to black atlantic discourse and draws attention to the archive that metaphor unlocks for scholars of all disciplines and fields of study

Metaphor and Diaspora in Contemporary Writing

1981 first published in 1972 this work examines the complex concept of metaphor it defines the term by placing the various key ideas about the nature of metaphor in their literary and social context and in doing so it traces the developing history of the concept this account has considerable range beginning with aristotle and ending with the work of modern linguist and anthropologists from this analysis emerge two opposed yet complementary ideas the classical view of metaphor which

sees metaphor as a detachable device imported into language and the romantic view which sees metaphor as inseparable from language this book will be of interest to those studying english literature and language

Metaphors of Confinement 2012-04-02 over the past few decades research on metaphor has focused almost exclusively on its verbal and cognitive dimensions in pictorial metaphor in advertising charles forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification classification and analysis of pictorial metaphors by using insights taken from a range of linguistic artistic and cognitive perspectives for example interaction and relevance theory forceville shows not only how metaphor can occur in pictures but also provides a framework within which these pictorial metaphors can be analyzed the theoretical insights are applied to thirty advertisements and billboards of british french german and dutch origin apart from substantiating the claim that it makes sense to talk about pictorial metaphors the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies context in its various manifestations plays a key role in the analyses furthermore the results of a small

scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations the final chapter sketches the ways in which the insights gained can be used for further research

Philosophical Perspectives on Metaphor

2017-07-06 how does a country find itself at war over spelling this book focuses on a crucial juncture in the post communist history of the czech republic when an orthographic commission with a moderate reformist agenda found itself the focus of enormous public controversy delving back into history bermel explores the czech nation s long tradition of intervention and its association with the purity of the language and how in the twentieth century an ascendant linguistic school prague functionalism developed into a progressive but centralizing ideology whose power base was inextricably linked to the communist regime bermel looks closely at the reforms of the 1990s and the heated public reaction to them on the part of language regulators he examines the ideology that underlay the reforms and the tactics employed on all sides to gain linguistic authority while in dissecting the public reaction he looks both at conscious arguments marshaled in favor of and against reform and at the use

conscious and subconscious of metaphors about language of interest to faculty and students working in the area of language cultural studies and history especially that of transitional and post communist states this volume is also relevant for those with a more general interest in language planning and language reform the book is awarded with the the george blazyca prize in east european studies 2008

Metaphor and the Slave Trade in West African Literature 2002-01-22

Metaphor 2008-08-22

Pictorial Metaphor in Advertising

Linguistic Authority, Language Ideology, and Metaphor

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