

analysis of metaphor

Unlocking the Power of Language: A Comprehensive Analysis of Metaphor

Introduction:

Have you ever stopped to consider the sheer power of a single phrase? A well-crafted metaphor can illuminate complex ideas, evoke powerful emotions, and reshape our understanding of the world. This comprehensive guide delves into the fascinating world of metaphor analysis, providing you with the tools and knowledge to understand, interpret, and even create your own compelling metaphorical language. We'll explore different types of metaphors, techniques for analyzing their effectiveness, and the crucial role they play in literature, rhetoric, and everyday communication. Prepare to unlock the hidden depths of meaning embedded within seemingly simple phrases.

1. Understanding the Fundamentals of Metaphor:

A metaphor, at its core, is a figure of speech that identifies something with something else, typically dissimilar, without using words like "like" or "as" (those are similes). It establishes an implicit comparison, creating a new, often unexpected, meaning. This comparison isn't merely descriptive; it's transformative. By associating two seemingly unrelated things, a metaphor transcends literal meaning, generating fresh perspectives and insights.

For example, consider the phrase, "The world is a stage." This isn't a literal statement; the world is not a theatrical stage. Instead, it suggests that life involves roles, performances, and an audience, offering a new way of understanding human existence.

1. Types of Metaphors: A Categorical Exploration:

Metaphors exist in diverse forms, each with its unique impact. Understanding these categories is essential for a thorough analysis:

Simple Metaphor: This is the most basic form, directly equating two unlike things. Example: "He is a lion."

Extended Metaphor (or Conceit): This type develops a comparison over multiple lines or sentences, elaborating on the initial comparison. Shakespeare's sonnets often employ extended metaphors, weaving intricate connections between seemingly disparate concepts.

Implied Metaphor: This type suggests a comparison without explicitly stating it. For instance, "The storm raged outside, mirroring the turmoil in her heart." The comparison between the storm and the emotional turmoil is implied rather than directly stated.

Dead Metaphor: These are metaphors that have become so commonplace that their metaphorical nature is often overlooked. Examples include "the leg of the table" or "the head of the department." They've lost their original figurative power.

Mixed Metaphor: This occurs when two or more incompatible metaphors are combined, often resulting in a nonsensical or humorous effect. Example: "He took the bull by the horns and jumped the gun."

1. Deconstructing Metaphor: Analytical Techniques:

Analyzing a metaphor involves more than just identifying the comparison. A robust analysis considers:

Tenor and Vehicle: The tenor is the subject being described (what is being compared), and the vehicle is the object used for comparison (what it's being compared to). In "The world is a stage," the world is the tenor, and the stage is the vehicle.

Ground: This refers to the shared characteristics between the tenor and vehicle that justify the comparison. In the "world is a stage" example, the ground might include the ideas of performance, roles, and audience.

Context: The context in which the metaphor appears is critical. The meaning and impact of a metaphor can vary significantly depending on its surrounding text, the speaker's intention, and the audience's understanding.

Effect: Consider the emotional, intellectual, and rhetorical impact of the metaphor. How does it shape the reader's understanding? Does it evoke specific feelings or create a particular tone?

1. The Role of Metaphor in Literature, Rhetoric, and Everyday Communication:

Metaphors aren't just literary devices; they're fundamental to how we understand and communicate. In literature, they add depth, richness, and artistic expression. In rhetoric, they persuade and inspire. In everyday conversation, they help us convey complex ideas simply and effectively.

Understanding metaphor analysis helps us become more effective communicators ourselves. By mastering the art of metaphorical language, we can craft more engaging, persuasive, and memorable messages.

1. Creating Your Own Effective Metaphors:

The ability to craft compelling metaphors is a valuable skill. It involves careful consideration of the subject, the desired effect, and the audience's understanding. Practice experimenting with different types of metaphors and analyzing existing ones to hone your abilities. Focus on finding unexpected yet relevant comparisons that create a fresh perspective.

Sample Book Outline: "The Art of Metaphor: A Practical Guide to Analysis and Creation"

Introduction: The power of metaphor, its importance in communication, and an overview of the book's contents.

Chapter 1: Understanding Metaphor: Defining metaphor, differentiating it from simile, and exploring its fundamental components.

Chapter 2: Types of Metaphors: A detailed examination of various types, including examples and analysis.

Chapter 3: Deconstructing Metaphor: Analytical Techniques: Practical steps for analyzing tenor, vehicle, ground, context, and effect.

Chapter 4: Metaphor in Action: Case Studies: Analyzing metaphors from literature, rhetoric, and everyday speech.

Chapter 5: Crafting Effective Metaphors: Practical advice and exercises for creating original and compelling metaphors.

Conclusion: Recap of key concepts and encouragement for further exploration of metaphorical language.

(The following sections would elaborate on each chapter in the outline above, providing detailed explanations and examples as discussed earlier in this blog post. Due to the length constraint, I will not repeat the information already provided. Each chapter would build upon the foundation laid in the previous one.)

FAQs:

1. What is the difference between a metaphor and a simile? A simile uses "like" or "as" to make a comparison, while a metaphor directly equates two things.

1. How can I identify the tenor and vehicle in a metaphor? The tenor is what's being described, and the vehicle is what it's being compared to.

1. What is the importance of context in metaphor analysis? Context significantly impacts the interpretation and effect of a metaphor.

1. Are mixed metaphors always bad? Not necessarily. They can sometimes be effective

for comedic or ironic effect, but often they are confusing.

1. How can I improve my ability to create effective metaphors? Practice, study existing metaphors, and focus on finding creative yet relevant comparisons.
1. What is the role of ground in metaphor analysis? Ground identifies the shared characteristics that make the comparison meaningful.
1. How are metaphors used in advertising? Metaphors are widely used in advertising to create memorable and impactful messages.
1. What are some common dead metaphors? Examples include "the leg of the table" or "the head of the department."
1. Can metaphors be used in scientific writing? Yes, metaphors can be used carefully and effectively in scientific writing to clarify complex concepts.

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analysis of metaphor: Current Approaches to Metaphor Analysis in Discourse Ignasi Navarro i Ferrando, 2019-09-02 This volume takes up the challenge of surveying the present state of a variety of approaches to the identification, analysis and interpretation of metaphor across communication channels, situational contexts, genres and social spheres. It reflects three foremost trends of present metaphor research, namely the communicative approach, the cognitive modelling approach and the multimodality approach. These trends are considered as areas of research emerging on the ground of the Conceptual Metaphor Theory, initiated by Lakoff. The book intends to show their concomitances as well as mark their diversifying paths. The aim is to bring about and make apparent the many connections among assumingly different trends stemming from CMT. Whereas discrepancies between communicative and conceptual perspectives might seem irredeemable, the book emphasizes and claims that the background framework of CMT provides a solid foundation for collaboration and mutual influence. Consequently, the analysis of metaphor usage in context may provide insights for cognitive modelling proposals. The analysis of cognitive configuration of conceptual domains may, in turn, illuminate our understanding of communicative decisions in discourse. The integration of multimodal metaphor analysis puts forward the idea that diverse modal manifestations of metaphor reveal the symbiosis between communicative and cognitive stances. The various subject areas and methodologies illuminate the scene of current research in the field. The poignant contributions open far reaching avenues into the realm of human thought and discourse.

analysis of metaphor: Elicited Metaphor Analysis in Educational Discourse Wan Wan, Graham Low, 2015-07-02 The ability to recognise, discuss and evaluate one's educational beliefs and working practices in metaphoric terms has for several years been seen as a highly valuable tool for increasing self-awareness, facilitating learning (or teaching), and/or predicting behaviour. This is the first edited book solely devoted to the topic of researching elicited metaphor in education, and brings together key researchers from China, Poland, Puerto Rico, South America, UK and USA. The 12 chapters involve overviews and state-of-the-art articles, articles focussing on methodology and validation, as well as reflections on the effectiveness of techniques and research reports of recent empirical studies. The bulk of the articles relate to literacy (L1 and L2) and teacher education, but science education is also addressed. The book offers useful models for academics, professionals and PhD students in these areas, and provides solutions for improving the validity of elicited metaphor techniques in educational research.

analysis of metaphor: Finding Metaphor in Grammar and Usage Gerard J. Steen, 2007-11-14 Cognitive linguists have proposed that metaphor is not just a matter of language but of thought, and that metaphorical thought displays a high degree of conventionalization. In order to produce converging evidence for this theory of metaphor, a wide range of data is currently being

studied with a large array of methods and techniques. *Finding Metaphor in Grammar and Usage* aims to map the field of this development in theory and research from a methodological perspective. It raises the question when exactly evidence for metaphor in language and thought can be said to count as converging. It also goes into the various stages of producing such evidence (conceptualization, operationalization, data collection and analysis, and interpretation). The book offers systematic discussion of eight distinct areas of metaphor research that emerge as a result of approaching metaphor as part of grammar or usage, language or thought, and symbolic structure or cognitive process.

analysis of metaphor: *Corpus Approaches to Critical Metaphor Analysis* Jonathan Charteris-Black, 2004-02-17 In a stimulating and novel approach, this book explains why metaphors are persuasive, suggesting that they are ideologically effective because they are cognitively plausible and evoke an emotional response. 'Critical Metaphor Analysis' is then developed in a series of corpus-based studies in which analysis of collocations provides insight into the cognitive motivation and expressive connotation of metaphor. By unifying traditional and cognitive semantic with pragmatic approaches, the reader becomes aware of the importance of metaphor in persuasive language.

analysis of metaphor: *Multimodal Metaphor* Charles Forceville, Eduardo Urios-Aparisi, 2009 Metaphor pervades discourse and may govern how we think and act. But most studies only discuss its verbal varieties. This book examines metaphors drawing on combinations of visuals, language, gestures, sound, and music. Investigated texts include ad

analysis of metaphor: *Metaphor Wars* Raymond W. Gibbs, 2017-05-04 The study of metaphor is now firmly established as a central topic within cognitive science and the humanities. This book explores the critical role that conceptual metaphors play in language, thought, cultural and expressive actions. It evaluates the arguments and evidence for and against conceptual metaphors across academic disciplines.

analysis of metaphor: *Metaphors We Live By* George Lakoff, Mark Johnson, 1980-11-01 The now-classic *Metaphors We Live By* changed our understanding of metaphor and its role in language and the mind. Metaphor, the authors explain, is a fundamental mechanism of mind, one that allows us to use what we know about our physical and social experience to provide understanding of countless other subjects. Because such metaphors structure our most basic understandings of our experience, they are metaphors we live by—metaphors that can shape our perceptions and actions without our ever noticing them. In this updated edition of Lakoff and Johnson's influential book, the authors supply an afterword surveying how their theory of metaphor has developed within the cognitive sciences to become central to the contemporary understanding of how we think and how we express our thoughts in language.

analysis of metaphor: *Metaphor, Cancer and the End of Life* Elena Semino, Zsófia Demjén, Andrew Hardie, Sheila Payne, Paul Rayson, 2017-11-28 This book presents the methodology, findings and implications of a large-scale corpus-based study of the metaphors used to talk about cancer and the end of life (including care at the end of life) in the UK. It focuses on metaphor as a central linguistic and cognitive tool that is frequently used to talk and think about sensitive and subjective experiences, such as illness, emotions, death, and dying, and that can both help and hinder communication and well-being, depending on how it is used. The book centers on a combination of qualitative analyses and innovative corpus linguistic methods. This methodological assemblage was applied to the systematic study of the metaphors used in a 1.5-million-word corpus. The corpus consists of interviews with, and online forum posts written by, members of three stakeholder groups, namely: patients diagnosed with advanced cancer; unpaid carers looking after a relative with a diagnosis of advanced cancer; and healthcare professionals. The book presents a range of qualitative and quantitative findings that have implications for: metaphor theory and analysis; corpus linguistic and computational approaches to metaphor; and training and practice in cancer care and hospice, palliative and end-of-life care.

analysis of metaphor: *Metaphor in Psychotherapy* Dennis Tay, 2013-07-25 This book

represents a bold attempt to address contemporary issues in both metaphor and psychotherapy research. On one hand, metaphor research is increasingly concerned not just with describing metaphors in discourse, but how they could be used more adroitly in purposive 'real world' contexts such as psychotherapy. On the other hand, while a growing number of mental health professionals believe that metaphors contribute in some way to the psychotherapy process, their ability and willingness to use metaphors might be compromised by a relative unfamiliarity with the various nuanced aspects of metaphor theory. The present analysis of metaphors in authentic psychotherapeutic talk brings these theoretical aspects to the forefront, and suggests how they can be applied to enhance the use of communication of metaphors in psychotherapy. It should be of interest to metaphor researchers, mental health professionals, and discourse analysts in general.

analysis of metaphor: Visual Metaphor Gerard J. Steen, 2018-12-15 Metaphor has recently been reconceptualised as a fundamental part of the human conceptual system. It can hence be expressed in language but also in other modalities and media of communication, including gesture and body language, sound and music, and film and visuals. In spite of this theoretical landslide, however, the wide range of nonverbal metaphor and its processing has neither been empirically investigated on the same scale nor with the same rigour as metaphor in language. The overarching goal of this book is to report on the findings of a research program aimed at exploiting the vast cognitive linguistic and psycholinguistic expertise on metaphor in language for a new, behaviourally founded approach to the structure and processes of metaphor in one of these nonverbal manifestations, namely static visuals. The book presents concepts and methods for the identification and analysis of metaphor in document structure as well as new approaches to the study of visual metaphor processing. Its results are intended to further the development of an encompassing and robust cognitive-scientific theory of metaphor by including visual metaphor while also enriching our understanding of the communicative possibilities and effects of visual metaphor in multimodal discourse.

analysis of metaphor: Researching and Applying Metaphor Graham Low, Lynne Cameron, 1999-02-11 This book demonstrates how metaphor needs to be researched using multiple methods of investigation.

analysis of metaphor: Metaphor and Thought Andrew Ortony, 1993-11-26 Metaphor and Thought, first published in 1979, reflects the surge of interest in and research into the nature and function of metaphor in language and thought. In this revised and expanded second edition, the editor has invited the contributors to update their original essays to reflect any changes in their thinking. Reorganised to accommodate the shifts in central theoretical issues, the volume also includes six new chapters that present important and influential fresh ideas about metaphor that have appeared in such fields as the philosophy of language and the philosophy of science, linguistics, cognitive and clinical psychology, education and artificial intelligence.

analysis of metaphor: Political Metaphor Analysis Andreas Musolff, 2016-08-25 Political metaphors and related figurative discourse tools are characterised by their variability and contentiousness. Using them, discourse participants try to gain competitive advantage over others by offering their audiences new meaning nuances, challenging each other and announcing political initiatives. It is here that metaphor as a means to change meanings - and thus, to change social and political reality - comes into its own. Political Metaphor Analysis provides an innovative approach to the study of figurative language use in political discourse by presenting empirical analyses based on a large corpus of political metaphors and metonymies, linking these analyses to theoretical positions and assessing their limitations and perspectives for further exploration. The 'classic' model of conceptual metaphor analysis, pioneered by Lakoff and Johnson (1980) and expanded and amended over the past thirty-five years, is critically examined with regard to new findings about the variation, historicity, pragmatic exploitation, comprehension and interpretation of metaphors. As a central new analytical category, the notion of "metaphor scenario" is proposed and tested against various sub-sets of data. It allows to link hypothesised conceptual metaphors to narrative, argumentative and evaluative patterns in actual discourse and understanding processes, so that their cognitive

significance can be more reliably gauged and theoretically modelled.

analysis of metaphor: Metaphor Or the War on Words - a Critical Analysis of the Theory of Conceptual Metaphors Markus Bulgrin, 2008-08 Seminar paper from the year 2007 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Heidelberg (Anglistisches Seminar), course: Hauptseminar Cognitive Linguistics, 9 entries in the bibliography, language: English, abstract: Language is versatile. Language is complex. Language can be a mystery. For example, why do we say chair leg although legs are usually thought of being a part of the human body or an animal? Why do we refer to the ground where a river runs through as a river bed? Is a bed not usually an object that we use to sleep in? And why is it that we can say I'm surfing the web although surfing typically means to ride one's board on ocean waves? The news report says, The Iraq democracy is in its infancy. Would we not typically use infancy when we talk about children, or refer to a person's childhood? If we consider the above examples, we can easily draw the conclusion that these words - besides their original meaning - can be used outside of their natural environment. Words and their meaning can be transferred to a different domain. The name for such a transfer is metaphor. [...] This paper will highlight Lakoff's and Johnson's major claim that metaphor is not only a poetic device, or simply a (linguistic) matter of spoken words, but that our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature (Lakoff & Johnson 1980: 3). I shall explain some of the most important devices of their theory, such as target, source, and mapping and briefly elucidate the systematicity that underlies metaphorical conceptualization. The analysis of the conceptual metaphor, LOVE IS A JOURNEY, will reveal some ambiguities about Lakoff's and Johnson's theory. By doing this, I will consider some of the major critiques and analyze whether there is an underlying conceptual metaphoric system in our everyday language.

analysis of metaphor: Researching and Applying Metaphor in the Real World Graham Low, Alice Deignan, Lynne Cameron, Zazie Todd, 2010 It has become increasingly clear that metaphor needs to be explored in terms of the social and discourse context in which it is used, especially where the aim is to address real-world problems. The notion of 'real world' metaphor research has been developed to describe this important area of investigation. This book starts by describing the nature and scope of real world metaphor research and then illustrates, through 17 detailed, mainly empirically-based studies, the different areas it can apply to, and different methodologies that can be employed. Research problems are explored in areas such as artificial intelligence, language teaching and learning, reconciliation dialogue, university lecture discourse, poetry and wine description. Methods include corpus analysis, experimentation, discourse analysis, cross-cultural analysis and genre analysis. In each case the empirical studies refer back to Gibbs's opening overview of real-world research. The result is an invaluable and cross-referenced collection of papers addressing real-world problems.

analysis of metaphor: Metaphor or the war on words - a critical analysis of the theory of conceptual metaphors Markus Bulgrin, 2008-08-19 Seminar paper from the year 2007 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Heidelberg (Anglistisches Seminar), course: Hauptseminar Cognitive Linguistics, language: English, abstract: Language is versatile. Language is complex. Language can be a mystery. For example, why do we say chair leg although legs are usually thought of being a part of the human body or an animal? Why do we refer to the ground where a river runs through as a river bed? Is a bed not usually an object that we use to sleep in? And why is it that we can say I'm surfing the web although surfing typically means to ride one's board on ocean waves? The news report says, The Iraq democracy is in its infancy. Would we not typically use infancy when we talk about children, or refer to a person's childhood? If we consider the above examples, we can easily draw the conclusion that these words - besides their original meaning - can be used "outside of their natural environment". Words and their meaning can be transferred to a different domain. The name for such a transfer is metaphor. [...] This paper will highlight Lakoff's and Johnson's major claim that metaphor is not only a poetic device, or simply a (linguistic) matter of spoken words, but that "our ordinary conceptual system, in

terms of which we both think and act, is fundamentally metaphorical in nature” (Lakoff & Johnson 1980: 3). I shall explain some of the most important devices of their theory, such as target, source, and mapping and briefly elucidate the systematicity that underlies metaphorical conceptualization. The analysis of the conceptual metaphor, LOVE IS A JOURNEY, will reveal some ambiguities about Lakoff’s and Johnson’s theory. By doing this, I will consider some of the major critiques and analyze whether there is an underlying conceptual metaphoric system in our everyday language.

analysis of metaphor: Metaphor in Practice Niklas Törneke, 2017-08-01 Approachable and user-friendly. —The Professional Counselor The use of metaphor is central to the implementation of acceptance and commitment therapy (ACT) and dialectical behavior therapy (DBT), and is a powerful tool for all practicing psychotherapists. In *Metaphor in Practice*, psychotherapist Niklas Törneke presents the first practical book to combine the behavioral and linguistic sciences of metaphor, and illustrates how and when to apply metaphors in practice for better treatment outcomes. The use of metaphors and experiential exercises can help clients gain a deeper understanding of the problems that cause their disorders. Metaphors help clients connect with their values, and often spark the inspiration and motivation needed to make a commitment to change. And while metaphor is central to relational frame theory (RFT), acceptance and commitment therapy (ACT), and dialectical behavior therapy (DBT), research now shows its usefulness has an even broader reach. In this book, you’ll find a scientific analysis of metaphor based on over thirty years of research, as well as trends in research over the last ten years. The book includes an overview of RFT, how metaphor has influenced the community of behavior analysis, as well as available clinical research on metaphor use. You’ll also discover how to create metaphors for functional analysis, distance of observation, and things that matter to your client. Most importantly, you’ll find practical examples of metaphors and clinical exercises you can use in-session. There are many books on metaphor and psychotherapy, but this is the first book to make the connection between the science of metaphor and the detailed clinical process of using that knowledge. If you are a mental health professional—or simply interested in the science of metaphor—this book will provide everything you need to understand and apply this approach.

analysis of metaphor: Metaphor Analysis Lynne Cameron, Robert Maslen, 2010 This work describes practice in the analysis of metaphor on real-world discourse. The contributors have all had to find ways to deal with methodological issues in their own research and have developed techniques that are brought together here.

analysis of metaphor: Metaphor Zoltan Kovecses, 2010-03-12 Combining up-to-date scholarship with clear and accessible language and helpful exercises, *Metaphor: A Practical Introduction* is an invaluable resource for all readers interested in metaphor. This second edition includes two new chapters--on 'metaphors in discourse' and 'metaphor and emotion' --along with new exercises, responses to criticism and recent developments in the field, and revised student exercises, tables, and figures.

analysis of metaphor: Metaphor Beate Hampe, 2017-06-29 This book brings together leading metaphor researchers from a number of disciplines to unite the field of metaphor theory.

analysis of metaphor: Metaphor and Iconicity M. Hiraga, 2004-12-10 *Metaphor and Iconicity* attempts to clarify the interplay of metaphor and iconicity in the creation and interpretation of spoken and written texts from a cognitive perspective. There are various degrees in which metaphor and iconicity manifest themselves, ranging from sound symbolism and parallelism in poetic discourse to word order, inflectional forms, and other grammatical structures in ordinary discourse. The book makes unique contributions to the study of the relationship of form and meaning.

analysis of metaphor: Extended Conceptual Metaphor Theory Zoltán Kövecses, 2020-04-23 Offers an extended, improved version of Conceptual Metaphor Theory (CMT), updating it in the context of current linguistic theory.

analysis of metaphor: The Cambridge Handbook of Stylistics Peter Stockwell, Sara Whiteley, 2014-05-08 Stylistics has become the most common name for a discipline which at various times has been termed 'literary linguistics', 'rhetoric', 'poetics', 'literary philology' and 'close textual

reading'. This Handbook is the definitive account of the field, drawing on linguistics and related subject areas such as psychology, sociology, anthropology, educational pedagogy, computational methods, literary criticism and critical theory. Placing stylistics in its intellectual and international context, each chapter includes a detailed illustrative example and case study of stylistic practice, with arguments and methods open to examination, replication and constructive critical discussion. As an accessible guide to the theory and practice of stylistics, it will equip the reader with a clear understanding of the ethos and principles of the discipline, as well as with the capacity and confidence to engage in stylistic analysis.

analysis of metaphor: *The Routledge Handbook of Metaphor and Language* Elena Semino, Zsófia Demjén, 2016-11-03 The Routledge Handbook of Metaphor and Language provides a comprehensive overview of state-of-the-art interdisciplinary research on metaphor and language. Featuring 35 chapters written by leading scholars from around the world, the volume takes a broad view of the field of metaphor and language, and brings together diverse and distinct theoretical and applied perspectives to cover six key areas: Theoretical approaches to metaphor and language, covering Conceptual Metaphor Theory, Relevance Theory, Blending Theory and Dynamical Systems Theory; Methodological approaches to metaphor and language, discussing ways of identifying metaphors in verbal texts, images and gestures, as well as the use of corpus linguistics; Formal variation in patterns of metaphor use across text types, historical periods and languages; Functional variation of metaphor, in contexts including educational, commercial, scientific and political discourse, as well as online trolling; The applications of metaphor for problem solving, in business, education, healthcare and conflict situations; Language, metaphor, and cognitive development, examining the processing and comprehension of metaphors. The Routledge Handbook of Language and Metaphor is a must-have survey of this key field, and is essential reading for those interested in language and metaphor.

analysis of metaphor: Drawing Attention to Metaphor Camilla Di Biase-Dyson, Markus Egg, 2020-04-15 The communicative act of drawing attention to metaphor is a relatively recent topic in metaphor studies and one that has remained contentious from a cognitive perspective. This book brings philologists of ancient languages together with metaphor experts from several modalities to interrogate whether ancient and modern texts and languages draw attention to figurative tropes in similar ways. In this way, the diachronic, multimodal and pluridisciplinary contributions to this volume critically review the theoretical frameworks underpinning metaphor marking and metaphor analysis from a completely new empirical basis.

analysis of metaphor: Metaphor and Gender in Business Media Discourse V. Koller, 2004-05-25 This new study reconciles cognitive metaphor theory with Critical Discourse Analysis to offer a fresh approach to the study of metaphor. In applying this framework to a substantial corpus of texts from business magazines, the author shows how metaphors of war, sports and evolutionary struggle are used to construct business as a masculinized social domain. In view of the subtle but pervasive socio-cognitive impact of these metaphors, the study raises the question of possible alternatives and the scope for change in business media discourse.

analysis of metaphor: Metaphor in Culture Zoltán Kövecses, 2005-02-07 To what extent and in what ways is metaphorical thought relevant to an understanding of culture and society? More specifically: can the cognitive linguistic view of metaphor simultaneously explain both universality and diversity in metaphorical thought? Cognitive linguists have done important work on universal aspects of metaphor, but they have paid much less attention to why metaphors vary both interculturally and intraculturally as extensively as they do. In this book, Zoltán Kövecses proposes a new theory of metaphor variation. First, he identifies the major dimension of metaphor variation, that is, those social and cultural boundaries that signal discontinuities in human experience. Second, he describes which components, or aspects of conceptual metaphor are involved in metaphor variation, and how they are involved. Third, he isolates the main causes of metaphor variation. Fourth Professor Kövecses addresses the issue to the degree of cultural coherence in the interplay among conceptual metaphors, embodiment, and causes of metaphor variation.

analysis of metaphor: Metaphor and Metonymy revisited beyond the Contemporary Theory of Metaphor Francisco González-García, María Sandra Peña Cervel, Lorena Pérez Hernández, 2013-10-30 The contributions in this volume go beyond the Contemporary Theory of Metaphor complementing it in a number of relevant ways. Some of the papers argue for a more dynamic, interdisciplinary approach to metaphor looking into it from semiotic, psychological and socio-cultural perspectives. Other contributions focus on the crucial role played by metaphor and metonymy in meaning construction at a discourse/textual level. Finally, the volume also includes proposals which revolve around the alleged universal nature of metaphorical mappings and their suitability to account for grammatical phenomena. The contributions in this volume display an ample gamut of theoretical approaches pointing to the viability of taking a functional-cognitive stance on the analysis of metaphor and metonymy in contrast to a purely cognitive one. This book is structured into three major sections: i) the Contemporary Theory of Metaphor: revisions and recent developments; ii) metaphor and/or metonymy across different discourse/genre types; and iii) the Contemporary Theory of Metaphor: current applications. Originally published in *Review of Cognitive Linguistics* 9:1 (2011).

analysis of metaphor: Cinematic Metaphor Cornelia Müller, Hermann Kappelhoff, 2018-10-08 Metaphors in audiovisual media receive increasing attention from film and communication studies as well as from linguistics and multimodal metaphor research. The specific media character of film, and thus of cinematic metaphor, remains, however, largely ignored. Audiovisual images are all too frequently understood as iconic representations and material carriers of information. Cinematic Metaphor proposes an alternative: starting from film images as affective experience of movement-images, it replaces the cognitive idea of viewers as information-processing machines, and heals the break with rhetoric established by conceptual metaphor theory. Subscribing to a phenomenological concept of embodiment, a shared vantage point for metaphorical meaning-making in film-viewing and face-to-face interaction is developed. The book offers a critique of cognitive film and metaphor theories and a theory of cinematic metaphor as performative action of meaning-making, grounded in the dynamics of viewers' embodied experiences with a film. Fine-grained case studies ranging from Hollywood to German feature film and TV news, from tango lesson to electoral campaign commercial, illustrate the framework's application to media and multimodality analysis.

analysis of metaphor: Political Language and Metaphor Terrell Carver, Jernej Pikalo, 2008-03-04 Until a century ago, a metaphor was just a mere figure of speech, but since the development of discourse analysis a metaphor has become more than merely incidental to the content of the arguments or findings. Students and scholars in political studies know the importance of metaphors in electoral and policy-related politics, coming across metaphors that are, knowingly or unknowingly, influencing our perception of politics. This book is the first to develop new methodological approaches to understand and analyse the use of metaphor in political science and international relations. It does this by: Combining theory with case studies in order to advance substantive work in politics and international relations that focuses on metaphor Expands the range of empirical case studies that employ this category descriptively and also in explanatory logic Advances research that investigates the role of metaphor in empirical and discourse-based methodologies, thus building on results from other disciplines, notably linguistics and hermeneutic philosophy. This innovative study will be of interest to students and researchers of politics, international relations and communication studies.

analysis of metaphor: Metaphor in Economics and Specialised Discourse Maurizio Gotti, José Mateo, Francisco Yus, 2021-09-30 This book approaches metaphor in specialised discourses, covering various fields. The studies presented in the book adopt different research frameworks, ranging from pragmatics to conceptual metaphor theory, among others. The book is divided into three Sections that analyse major specialised discourses where metaphor is frequently found and the role that metaphor plays in these discourses. The first Section approaches the discourse of Business and Economics from different perspectives. The second Section addresses the use of metaphor in

politics, diplomacy and law. Finally, Section three covers the use of metaphors in other specialised discourses such as marine, fashion, gender or health.

analysis of metaphor: *Interpreting Interviews* Mats Alvesson, 2010-10-15 Researchers conducting interviews in the social sciences quickly find that there is no single best way to approach their task. This text offers a critique of traditional interviewing practices and provides a framework for thinking about issues such as trustworthiness, identity and language in a conceptual rather than technical context, allowing you to develop your own reflexive practice. The research interview is in with the brick and mortar of qualitative research, and is one of the routine methods of obtaining knowledge of individuals, groups and organizations. Through the use of eight original metaphors drawing on trends in language, subject and discourse, this cutting-edge text will encourage you to question the interpretive nature and theoretical underpinnings not only of your interview method, but of the knowledge which is conveyed through it. This text is essential reading for postgraduate students of qualitative methods and researchers looking to more clearly conceptualise their interviewing practice and explore its theoretical basis.

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