

Acces PDF A Cognitive
Approach To Metaphor And
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A Cognitive Approach To Metaphor And Metonymy

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Reviews a range of current psychological theories of cultural meaning.

Metaphor and Metonymy at the Crossroads is a

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collection of essays, most of them written from a cognitive linguistics standpoint by leading specialists in the fields of conceptual metaphor and metonymy, and conceptual

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integration (blending) .

The book has two main goals. One of them is to discuss in new, provocative ways the nature of these conceptual mappings in English and

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their interaction. The other goal is to explore by means of several detailed case studies the central role of these mappings in English. The studies are, thus,

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concerned with the
operation of metaphor and
metonymy in discourse,
including literary
discourse or with the
effect of metaphorical
and/or metonymic mappings

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on some aspects of
linguistic structure, be
it polysemy or grammar.
The book is of interest to
students and researchers
in English and
linguistics, English

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literature, cognitive
psychology and cognitive
science.

Many metaphors go beyond
pionting to the existing
similarities between two
objects -- they create the

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similarities. Such metaphors, which have been relegated to the back seat in most of the cognitive science research, are the focus of attention in this study, which addresses the

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creation of similarity
within an elaborately laid
out interactive framework
of cognition. Starting
from the constructivist
views of Nelson Goodman
and Jean Piaget, this

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framework resolves an apparent paradox in interactionism: how can reality not have a mind-independent ontology and structure, but still manage to constrain the

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possible worlds a
cognitive agent can create
in it? A comprehensive
theory of metaphor is
proposed in this framework
that explains how
metaphors can create

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similarities, and why such metaphors are an invaluable asset to cognition. The framework is then applied to related issues of analogical reasoning, induction, and

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computational modeling of
creative metaphors.
Seminar paper from the
year 2000 in the subject
English Language and
Literature Studies -
Linguistics, grade: 1,7

Acces PDF A Cognitive
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(A-), University of
Glasgow (Department of
English Language), course:
Semantics of English.,
language: English,
abstract: "Classical"
approaches to

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categorisation, as called
by Taylor (1989, 21 ff.)
and Lakoff (1987, 6 ff.),
can be characterised by an
understanding of
linguistic categories as
clearly bounded sets of

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members which have certain essential features in common. These categories are taken to reflect existing categories in the world which are defined by, as Aristotle called

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it, necessary and
sufficient features. These
features are binary, i.e.
they determine or rule out
membership and thereby
establish clear
boundaries. This

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understanding of
categorisation is
manifested in traditional
philosophical and
scientific thought as well
as in "common sense"
theories about language

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and the world. Lakoff
calls this approach
"objectivism" and
identifies the following
assumptions: 'OBJECTIVIST
METAPHYSICS: All of
reality consists of

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entities, which have fixed properties and relations holding among them at any instant. [...] OBJECTIVIST ESSENTIALISM: Among the properties that things have, some are essential;

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that is, they are those properties that make a thing what it is, and without which it would not be that kind of thing. Other properties are accidental - that is, they

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are properties that things
happen to have, not
properties that capture
the essence of the thing.

[...] THE DOCTRINE OF
OBJECTIVE CATEGORIES: The
entities in the world form

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objectively existing
categories based on their
shared objective
properties.' (Lakoff 1987,
158-161; emphasis in the
original) Cognitive
scientists have set out to

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prove these assumptions wrong. Categorisation, in their view, is an operation of human cognition which is determined by experiences of physiological and

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physical characteristics
of the human body and
bodily interactions with
the environment.

Categorisations and their
realisations, however, can
provide the basis for

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human experience once they are firmly established, so that conceptual categories can work back upon human perception. Language categories, they maintain, are reflections of

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conceptual categories.

Thus, they disclaim the
autonomy of language which
is presupposed by most
formalist and generative
linguistic theories (cf.
Lakoff 1987, ch. 9), as

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well as a metaphysical
notion of reality which is
reflected in human
perception and
categorisation. Rather,
reality is made meaning of
through these cognitive

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processes, which in turn
are predominantly
structured by bodily
experiences and
interactions.
Challenging Cognitive
Semantics

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Perspectives on Literary

Metaphor

European Predecessors of a
Cognitive Theory of
Metaphor

Cognitive Linguistics

A Cognitive Approach to

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Poetic Prophecy in

Jeremiah 1-24

**Against a Cognitive Theory
of Metaphor: An Apology
for Classical Metaphor
The volume explores key
convergences between**

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cognitive and discourse approaches to language and language learning, both first and second. The emphasis is on the role of language as it is used in everyday interaction and as it reflects everyday cognition. The contributors

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**share a usage-based
perspective on language -
whether they are examining
grammar or metaphor or
interactional dynamics -
which situates language as
part of a broader range of
systems which underlie the**

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organization of social life and human thought. While sharing fundamental assumptions about language, the particulars of the areas of inquiry and emphases of those engaged in discourse analysis versus cognitive linguistics

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are diverse enough that, historically, many have tended to remain unaware of the interrelations among these approaches. Thus, researchers have also largely overlooked the possibilities of how work from each perspective can

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challenge, inform, and enrich the other. The papers in the volume make a unique contribution by more consciously searching for connections between the two broad approaches. The results are a set of dynamic, thought-

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provoking analyses that add considerably to our understanding of language and language learning. The papers represent a rich range of frameworks within a usage-based approach to language. Cognitive Grammar, Mental

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**Space and Blending Theory,
Construction Grammar,
ethnomethodology, and
interactional sociolinguistics
are just some of the
frameworks used by the
researchers in this volume.
The particular subjects of**

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inquiry are also quite varied and include first and second language learning, signed language, syntactic phenomena, interactional regulation and dynamics, discourse markers, metaphor theory, polysemy, language

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processing and humor. The volume is of interests to researchers in cognitive linguistics, discourse and conversational analysis, and first and second language learning, as well as signed languages.

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The papers in this volume deal with the issue of how corpus data relate to the questions that cognitive linguists have typically investigated with respect to conceptual mappings. The authors investigate a wide

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**range of issues - the
coherence and function of
particular metaphorical
models, the interaction of
form and meaning, the
identification of source
domains of metaphorical
expressions, the relationship**

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**between metaphor and
discourse, the priming of
metaphors, and the historical
development of metaphors.
This book describes and
explores the linguistic
metaphors used by architects
to assess design solutions in**

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building reviews, and the conceptual mappings that motivate them. The genre perspective adopted throughout the work offers a view of figurative language that considers its use in the discussion of architectural

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**topics in a real
communicative situation
involving specific
participants, clear rhetorical
goals and recognisable textual
artefacts. The book thus
combines a genre approach to
texts with a cognitive view of**

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metaphor. It further aims to restore as the centre of attention the linguistic and textual aspects of metaphor as an instrument of both cognition and communication. The theoretical implications of the applied cognitive

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**approach to metaphor
adopted in the book are
twofold. First, a situated
description of how metaphor
is used in a particular genre
provides rich detail about its
rhetorical potential. The
second important**

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contribution made by this study is to provide a fuller account of image metaphor, a type of mapping which is very salient in this particular genre. The weight given to visual metaphors in architectural discourse allows

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a fuller consideration of the cognitive and communicative import of a class of metaphor often regarded as marginal or ad hoc in cognitive linguistics, and the book thus contributes to a better understanding of this phenomenon in the

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**context of a genre
characterised by its concern
with the visual aspects of
architectural design. In this
sense, the empirical data
offered by a particular
research methodology
contributes to theory**

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**formation, and will prove of
interest to cognitive linguists
as well as to discourse
analysts or genre researchers.
This volume takes up the
challenge of surveying the
present state of a variety of
approaches to the**

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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

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**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**

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**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**

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**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**

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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,**

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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

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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

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thought and discourse.

**The Meaning of Metaphor
Cognitive and Discourse
Approaches to Metaphor and
Metonymy
A Cognitive Approach to the
Translation of Creative
Metaphor in Othello and**

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**Macbeth from English Into
Arabic**

**Function and effect of
metaphors**

**Metaphor and Space: The
Cognitive Approach to
Spatially Structured Concepts
The Chinese HEART in a**

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Cognitive Perspective

In this innovative collection, an international group of scholars come together to discuss literary metaphors and cognitive metaphor theory. The volume's goals are three-fold. The first aim of the book

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is to present some recent approaches to metaphor which have no immediate connection with cognitive metaphor theory and have developed independently of it. While the cognitive approach has become the leading paradigm in the

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English speaking world, elsewhere (in Europe) rhetorical, semantic, and logical models have remained in use and continue to be elaborated. These models have so far had little international exposure. Their inclusion in this study is

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meant to provide a balance to the cognitive paradigm and to open up a possible discussion of the advantages and disadvantages of cognitive metaphor theory for the analysis of literary texts. The second aim of the collection is to

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illustrate a range of successful applications of the new cognitive models to literary texts. And, the third aim of the study is to provide an assessment of cognitive metaphor theory from a literary point of view.

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Offers an entirely new way of interpreting and examining Anglo-Saxon texts, via theories derived from cognitive studies.

The intention of the work was to bring together different perspectives on the issue of making

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compatible Discourse Analysis and
Cognitive Linguistics, particularly in
relation with metaphor and
metonymy phenomena.

This book contains a selection of
refereed and revised papers
originally presented at the 5th

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ICLC. After an introduction by the editors, the book opens with a long-needed chapter on historical precedents for the Cognitive Linguistic theory of metaphor. Two chapters demonstrate the method of lexical analysis of linguistic

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metaphors and how it can be fruitfully applied to a characterization of the conceptual domains of smell and economics. Three chapters deal with theoretical aspects of conceptual metaphor, one of which is a commissioned

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chapter on the relation between conceptual metaphor theory and conceptual blending. Finally there are five chapters presenting novel theoretical issues and empirical findings about the relation between conceptual metaphor and culture.

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This book is hence a wide-ranging sample of current approaches to metaphor in Cognitive Linguistics, with some chapters breaking new grounds for future research.

Glossary of Cognitive Linguistics
Cognitive Approaches

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An Interactionist Approach
Biblical Metaphor Reconsidered
Corpus-based Approaches to
Metaphor and Metonymy
Re-Viewing Space

*Seminar paper from the year
2015 in the subject Speech*

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*Science / Linguistics,
grade: 1,7, RWTH Aachen
University (Institut für
Sprach- und
Kommunikationswissenschaft),
course: Seminar zum Thema
Semantik, language: English,
abstract: What effects do*

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metaphors have on thinking and what functions do they fulfill? The aim of the paper is to give a broad overview of the function and effect of metaphors and to examine their impact on thinking. For this purpose,

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examples from politics and advertising are examined and evaluated for metaphorical language use. In order to be able to answer the question, the essence of metaphor will be outlined. Subsequently, the traditional metaphor

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*theory according to
Aristotle will be presented
in order to offer an insight
into the origins of metaphor
theories and to be able to
distinguish them from
others. Since the cognitive
metaphor theory according to*

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Lakoff and Johnson serves as the basis of this paper, it will then be briefly presented and the most important types of metaphors will be described.

Subsequently, criticisms of Lakoff's and Johnson's

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theory will be outlined.

*Metaphors play a major role
in our lives. They settle in
our minds and occupy an
important place in our
language. Metaphors are much
more than a rhetorical
stylistic device in literary*

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*works. They determine
everyday life and human
thinking more than one might
suspect. What appears to be
everyday language turns out
to be more metaphorical than
one might assume at first
glance. But metaphors are*

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*not only used unconsciously
in everyday language, they
are also used purposefully
in political discourse and
in advertising, where they
unfold their full impact.
This volume looks at
spatialization of abstract*

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*concepts in verbo-pictorial
aphorisms at work in the
cartoons of a single artist.
While extensive work has
been done in studying
spatialization of abstract
concepts in grammar and
lexicon within cognitive*

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linguistics, this book is the first of its kind to provide a detailed account of such phenomena in multimodal discourse. The volume integrates a range of approaches from cognitive linguistics, including image

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schema theory, conceptual theory of metaphor, multimodal metaphor theory, the dynamic approach to metaphor, and a multimodal approach to metonymy, and applies this multi-faceted framework to a selection of

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*cartoons from the work of
Polish artist Janusz
Kapusta. Taken together,
these cartoons form the
basis of two comprehensive
case studies which explore
the abstract concepts of
"emotions" and "life,"*

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*highlighting the ways in
which cartoons can
illustrate the important
relationship between space,
situated cognition, and
language and in turn, a
clear and systematic
framework for establishing*

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cohesive ties between the verbal and pictorial modes in multimodal cognitive linguistic research. The volume sheds new light on visual thinking and multimodal rendition of creative abstract thought.

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Cognitive linguistics is one of the most rapidly expanding schools in linguistics with, by now, an impressive and complex technical vocabulary. This

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alphabetic guide gives an up-to-date introduction to the key terms in cognitive linguistics, covering all the major theories, approaches, ideas and many of the relevant theoretical constructs. The Glossary

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also features a brief introduction to cognitive linguistics, a detailed annotated reading list and a listing of some of the key researchers in cognitive linguistics. The Glossary can be used as a companion

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*volume to Cognitive
Linguistics, by Vyvyan Evans
and Melanie Green, or as a
stand-alone introduction to
cognitive linguistics and
its two hitherto best
developed sub-branches:
cognitive semantics, and*

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*cognitive approaches to grammar. Key features: * A handy and easily understandable pocket guide for anyone embarking on courses in cognitive linguistics, and language and mind. * Supplies*

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*numerous cross-references to
related terms.* Includes
coverage of newer areas such
as Radical Construction
Grammar, Embodied
Construction Grammar,
Primary Metaphor Theory and
Principled Polysemy.*

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*Metaphor, Metonymy, and
Linguistic Action in a
Cognitive Perspective
A Cognitive Approach
Understanding Abstract
Concepts across Modes in
Multimodal Discourse
Language in the Context of*

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*The cognitive metaphor
theory according to Lakoff
and Johnson*

*A Cognitive Theory of
Language. Semantic Theory
and Analysis.*

Metaphor is a topical

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**issue across a number of
disciplines, wherever
researchers are
concerned with how
speakers and writers
package and process
messages. This book is**

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**addressed at readers
from diverse academic
backgrounds who are
interested in ways of
researching metaphor
from different
perspectives, and**

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**especially through
corpus linguistics. A
number of approaches to
and exploitations of
metaphor, including
conceptual metaphor
theory and cognitive**

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**approaches more
generally, text and
spoken discourse
analysis, and CDA, are
discussed, explored and
critiqued using corpus
data. The book also**

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**includes corpus
linguistic studies of
different aspects of
metaphor, which
investigate its
linguistic and semantic
properties and relate**

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**them to current
theoretical views. The
book demonstrates the
need for naturally-
occurring language data
to be used in the
development of metaphor**

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**theory, and shows the
value of corpus data and
techniques in this work.
Job Jindo applies recent
studies in cognitive
science and explores how
we can view metaphor as**

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**the very essence of
poetic prophecy—namely,
metaphor as an
indispensable mode to
communicate prophetic
insight.**

Metaphor and Iconicity

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**attempts to clarify the
interplay of metaphor
and iconicity in the
creation and
interpretation of spoken
and written texts from a
cognitive perspective.**

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**There are various
degrees in which
metaphor and iconicity
manifest themselves,
ranging from sound
symbolism and
parallelism in poetic**

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**discourse to word order,
inflectional forms, and
other grammatical
structures in ordinary
discourse. The book
makes unique
contributions to the**

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**study of the
relationship of form and
meaning.**

**Research that deals with
metaphors and linguistic
imagery has increased in
the last thirty years.**

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However, studies that question existing theories of metaphor from a comparative perspective are less common. The reason for the present theoretical

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**sketch was the
metaphorical model of
conceptualism, alias the
cognitive theory of
metaphor: at least with
this theory, `metaphor'
itself has become a**

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**metaphor, and the
classical, rhetorical
metaphor has been
sidelined. Kessler's
book not only criticises
existing theories of
metaphor, but also**

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**develops from them a
discursive synthesis
that seeks to
rehabilitate the
classical metaphor as an
everyday
pragmalinguistic**

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**phenomenon. For this
purpose, the nature of
thought, the mental
lexicon, predication and
word semantics are also
covered.**

Culture, Body, and

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Language

**Prepositional Network
Models**

**A Cognitive Theory of
Cultural Meaning**

Tantric Visual Culture

The Interplay of

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**Metaphor and Iconicity
Selected Papers from the
Fifth International
Cognitive Linguistics
Conference, Amsterdam,
July 1997**

Oxford, Bern, Berlin,

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*Bruxelles, Frankfurt/M.,
New York, Wien. This
volume assembles selected
proceedings of a
conference held at the
University of Leuven in
July 1998. It sheds light*

Acces PDF A Cognitive Approach To Metaphor And Metonymy Related To

*on the tension between
'change' and
'preservation' in
religious language. More
specifically, the volume
focuses on metaphor and
translation as two sources*

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*of linguistic (semantic)
change, which both play an
important role in the
continuous process of
interpreting and re-
interpreting discourse,
i.e. the Bible. Although*

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*operating on different
grounds with different
intensity and range, both
processes face the same
challenge of finding new,
historically and
co(n)textually appropriate*

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*linguistic means to
express a complex content.
With regard to the
cultural (religious) and
historical embeddedness of
different communities, the
requirement of linguistic*

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*appropriateness inevitably
leads to a continuous
process of semantic
adjustment
('reinterpretation') of
earlier versions of a
text. In dealing with*

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*religious language,
however, this process of
semantic change, which
from a linguistic point of
view may seem inevitable,
sometimes faces severe
opposition from the*

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Metonymy Related To

*religious community
itself. This very tension
between the natural
process of semantic change
and the strong preserving
power relating to the
sacred content of*

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*religious language renders
religious language a
unique object of study for
linguists, theologians,
exegetes and others.*

*Contents: Kurt Feyaerts:
Introduction - Lieven*

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*Boeve: Linguistica ancilla
Theologiae: The Interest
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Metaphors - Brian Doyle:

How Do Single Isotopes

Meet? 'Lord it' (b'l) or

'Eat it' (bl'): A Rare

Word Play Metaphor in

Isaiah 25 - Kjell Magne

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The Translation of Central
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Septuagint Greek
Lexicography - David
Tuggy: The Literal-*

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Idiomatic Bible

*Translation Debate from
the Perspective of
Cognitive Grammar - Eugene
A. Nida: A Contextualist
Approach to Biblical
Interpretation.*

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In cognitive research, metaphors have been shown to help us imagine complex, abstract, or invisible ideas, concepts, or emotions. Contributors to this book argue that

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metaphors occur not only in language, but in audio visual media well. This is all the more evident in entertainment media, which strategically "sell" their products by addressing

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their viewers' immediate, reflexive understanding through pictures, sounds, and language. This volume applies cognitive metaphor theory (CMT) to film, television, and video

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*games in order to analyze
the embodied aesthetics
and meanings of those
moving images.*

*This book presents an
ongoing debate in
cognitive linguistics*

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about the modelling of prepositional polysemy, known as "the story of over." Additionally, it discusses a Polish counterpart - "the story of za(-)" (a preposition

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and a verbal prefix). Its further aim is to reveal a deep divergence of perspectives between the cognitive and hermeneutical approaches to the meaning of words.

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The argument could be summarised as follows: the issue of the representation of lexical senses (available out of context) presupposes the issue of distinct meanings

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*of words in communal use,
which in turn presupposes
the question of the
transformative power of
words (in linguistics,
articulated by Humboldt as
energeia). In short, the*

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*book proposes to
complement a post hoc
static cognitive approach
with a dynamic
"expressive" one.
This book is a cognitive
semantic study of the*

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*Chinese conceptualization
of the heart,
traditionally seen as the
central faculty of
cognition. The Chinese
word xin, which primarily
denotes the heart organ,*

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covers the meanings of both "heart" and "mind" as understood in English, which upholds a heart-head dichotomy. In contrast to the Western dualist view, Chinese takes on a more

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holistic view that sees the heart as the center of both emotions and thought. The contrast characterizes two cultural traditions that have developed different

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*conceptualizations of
person, self, and agent of
cognition. The concept of
"heart" lies at the core
of Chinese thought and
medicine, and its
importance to Chinese*

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*culture is extensively
manifested in the Chinese
language. Diachronically,
this book traces the roots
of its conception in
ancient Chinese philosophy
and traditional Chinese*

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*medicine. Along the
synchronic dimension, it
not only makes a
systematic analysis of
conventionalized
expressions that reflect
the underlying cultural*

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*models and
conceptualizations, as
well as underlying
conceptual metaphors and
metonymies, but also
attempts a textual
analysis of an essay and a*

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*number of poems for their
metaphoric and metonymic
images and imports
contributing to the
cultural models and
conceptualizations. It
also takes up a*

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*comparative perspective
that sheds light on
similarities and
differences between
Western and Chinese
cultures in the
understanding of the*

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*heart, brain, body, mind,
self, and person. The book
contributes to the
understanding of the
embodied nature of human
cognition situated in its
cultural context, and the*

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*relationship between
language, culture, and
cognition.*

□□□□□□□□□□□□□□□□

By Word of Mouth

*Metaphor and Metonymy at
the Crossroads*

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*The Bible Through Metaphor
and Translation*

*A Cognitive Semantic
Perspective*

An Introduction

Metaphor theory has shifted from
asking whether metaphor is

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'conceptual' or 'linguistic' to debating whether it is 'embodied' or 'discursive'. Although recent work in the social and cognitive sciences has yielded clear opportunities to resolve that dispute, the divide between

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discourse- and cognition-oriented approaches has remained. To unite the field, this book brings together leading metaphor researchers from a number of disciplines. It collects major arguments and presents a wide

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variety of empirical evidence, placing special emphasis on the embodiment and socio-cultural embeddedness of cognition, as well as the multi-modal and social-interactive nature of communication. It shows that

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metaphor theory can only profit from an approach that takes multiple perspectives into consideration and tries to account for findings yielded by multiple methodologies. By doing so, it works towards a dynamic, multi-

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dimensional, socio-cognitive model of metaphor that goes beyond what research traditions have separately achieved.

In this book, Earl Mac Cormac presents an original and unified cognitive theory of metaphor

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using philosophical arguments which draw upon evidence from psychological experiments and theories. He notes that implications of this theory for meaning and truth with specific attention to metaphor as a speech

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act, the iconic meaning of metaphor, and the development of a four-valued system of truth. Numerous examples of metaphor from poetry and science are presented and analyzed to support Mac Cormac's theory."A Cognitive

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Theory of Metaphor takes up three levels of explanation--metaphor as expressed in surface language, the semantics of metaphor, and metaphor as a cognitive process--and unifies these by

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interpreting metaphor as an evolutionary knowledge process in which metaphors mediate between minds and culture. Mac Cormac considers, and rejects, the radical theory that all use of language is metaphorical;

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however, this argument also recognizes that the "theory of metaphor may itself be metaphorical. The book first considers the computational metaphor often adopted by cognitive psychology as an

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example of metaphor requiring analysis. In contrast to three well-known philosophical theories of metaphor - the tension theory, the controversion theory, and the grammatical deviance theory - it develops a semantical anomaly

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theory of metaphor based on a quasi-mathematical hierarchy of words. In developing the theory, Mac Cormac makes much-needed connections between theories of metaphor and more orthodox analytic philosophy of meaning,

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including discussions of speech acts and the logic of fuzzy sets. This semantical theory of explanation is then shown to be compatible with contemporary psychological theories of memory. Earl R. MacCormac is

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Charles A. Dana Professor of
Philosophy and Chairman of the
Department of Philosophy,
Davidson College. A Bradford
Book.

The Routledge Handbook of
Metaphor and Language provides

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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

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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,

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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

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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,

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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,

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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

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metaphor.

Studienarbeit aus dem Jahr 2012
im Fachbereich Anglistik -
Linguistik, Note: 1,3, Universität
Koblenz-Landau (Anglistik),
Veranstaltung: Cognitive
Linguistics, Sprache: Deutsch,

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Abstract: Language in general has always been an intricate matter for investigation and scientific research. Linguistics as a field of studies particularly dedicated to the task of exploring the language faculty and its features is divided

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into several subcategories caused most likely by the interactive nature this field of study presents. The presented paper will focus on the field of cognitive linguistics, thereby addressing and summarizing the main concepts

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and theories as well as demarcating such from generative approaches. Since the subject of cognitive linguistics proves to be extremely complex and extensive, the lion's share of this work will concentrate on the cognitive

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theory (1987) and the corresponding theory of metaphor by George LAKOFF (1980). In the 1980s cognitive linguistics developed mainly in the United States as a new approach to the study of language and mind and

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how both entities are interrelated. According to cognitive linguist Gilles FAUCONNIER, “perhaps for the first time a genuine science of meaning construction and its dynamics has been launched” (Fauconnier 96). Language is

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considered to be one of the most significant and fundamental features constituting human cognition, even though it may be described as only the “tip of a spectacular cognitive iceberg” (ibid.), which consists of

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numerous “layers” of mental processes and internal structures, enabling us to function in our experienced world. The process of generating those internal structures is believed to be conceptually motivated and

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initiated by perceptual salience (cf. Glynn 89), implying that the “patterns of usage represent speakers’ knowledge of their language, including the conceptual structures that motivate language” (ibid.).

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Therefore, central to the concerns of cognitive linguistics is the idea of cognitive models, which are assumed to structure thought. The term is used mostly to express the notion that cognitive representations are stored in form

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of knowledge bases. Cognitive models are presumably involved in the process of reasoning and used for the development of categories (cf. Ungerer/Schmid 47, Geeraerts 2). When looking at the enormous interdisciplinary

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orientation cognitive linguistics and cognitive science in general employ, the complexity of attempting to analyze human cognition becomes apparent. Cognitive Approaches to Old English Poetry

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Current Approaches to Metaphor
Analysis in Discourse

Beyond Cognitive Metaphor
Theory

Discourse and Cognitive
Approaches to Language
Embodied Cognition and

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Discourse

The Routledge Handbook of
Metaphor and Language

The present book provides a detailed criticism of experientialist semantics, focusing both on philosophical issues connected with experientialism and on cognitive approaches to metaphor and

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metonymy. Particular emphasis is placed on the works of George Lakoff and Mark Johnson, but other cognitivists are also taken into consideration. Verena Haser proposes a new approach to the distinction between metaphor and metonymy, which contrasts with familiar cognitivist

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models, but also builds on some insights gained in cognitivist research. She also offers an account of metaphorical transfer which dispenses with the notion of conceptual metaphors in the sense of Lakoff and Johnson. She argues that conceptual metaphors are not a useful construct

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for explaining metaphorical transfer, and that the clustering of metaphorical expressions is better accounted for in terms of family resemblances between metaphorical expressions. Another major goal of this work is a reassessment of the relationship between experientialism and

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traditional Western philosophy (often subsumed under the vague term "objectivism"). This book contrasts with most other critical approaches to experientialism by providing close readings of key passages from the works of Lakoff and Johnson, which enables the author to pinpoint theory-

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internal inconsistencies and other shortcomings not noted in previous publications. This book will be relevant to students and scholars interested in semantics and cognitive linguistics, and also in psychology and philosophy of language.

Seminar paper from the year 2003 in

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the subject English Language and
Literature Studies - Linguistics, grade:
very good, Carl von Ossietzky
University of Oldenburg (Seminar for
Anglistics), course: Hauptseminar
"Metaphor and Metonymy," 13 entries
in the bibliography, language: English,
abstract: "Most of our fundamental

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concepts are organized in terms of one or more spatialization metaphors" this very elementary conclusion is drawn by George Lakoff and Mark Johnson (1980: 17) after having analysed what they call orientational metaphors. In opposition to the classical point of view, Lakoff,

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Johnson, and other cognitive linguists believe this group of metaphors, among others, to be deeply embedded in the human conceptualisation system and to provide a means of reasoning about and structuring of entire, mostly abstract, domains in terms of other, more concrete, domains. Based on a

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limited amount of underlying image schemata, which are projected onto these domains, metaphors are employed in order to be able to understand large parts of the world surrounding us. Cognitive linguistics asks for the motivation and functional explanation of linguistic expressions.

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Beyond merely linguistic aspects, the cognitive approach is aiming high, since its targets are, among others, a new theory of categorisation (Lakoff 1987), Imagination (Johnson 1987: 139ff.), and, what would be a fundamental change in Western philosophy, meaning by the approach

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entitled as cognitive semantics In most of these and other disciplines of cognitive sciences, metaphor is one of the chief means by which these targets are tried to be accomplished. In linguistics, metaphor is an explanation for many expressions which were, on the traditional

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Objectivist account, viewed as being arbitrary. The general principle by which cognitive linguists explain these expressions is as follows:

Fundamental spatial and physical experiences yield certain image schemata. These schemata are mapped by means of metaphorical pr

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Despite the intriguing nature of metaphor and its acknowledged importance in the discipline of Translation Studies (TS), a relatively small number of studies have explored the translation of metaphor from the perspective of Conceptual Metaphor Theory, and very few of them adopted

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an experiential approach to the object of analysis. This research aims at exploring the translatability of creative metaphor in six Arabic translations of Shakespeare's Othello and Macbeth based on a combined methodology that adopts the Conceptual Theory of Metaphor and the descriptive

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approach to text analysis in TS. The empirical study argues that metaphor translatability is an experiential process that is highly influenced by the diversity and richness of our conceptual system and the background knowledge shared by the metaphor producer and metaphor

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translator. Discussing metaphor translatability from the perspective of these factors involves dealing with different levels of variation in our metaphoric thinking including the cultural, contextual and pragmatic levels. The analyses and discussions of the empirical study mark a

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departure from text-linguistic approaches to the topic in that they deal with the Source Text's and Target Text's metaphoric content as physically embedded conceptual models rather than linguistic patterns with grammatically delineated features and structures. The arguments of the

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study answer several questions with regard to researching the translation of metaphor from the perspective of Conceptual Theory, providing a detailed description of what exactly influences the process and product of translation, and underlining the functionality of the variation factor in

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appreciating the conceptual nature of metaphor. The results of the empirical research reveal that, although our metaphoric thinking has a universally shared metaphoric structure, not all our metaphors are translatable or translated in a single way, which refutes the supremacy of the notion of

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metaphor universality, putting emphasis on the factors of experientialism, exposure and intentionality.

A general introduction to the area of theoretical linguistics known as cognitive linguistics, this textbook provides up-to-date coverage of all

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areas of the field, including recent developments within cognitive semantics (such as Primary Metaphor Theory, Conceptual Blending Theory, and Principled Polysemy), and cognitive approaches to grammar (such as Radical Construction Grammar and Embodied Construction

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Grammar). The authors offer clear, critical evaluations of competing formal approaches within theoretical linguistics. For example, cognitive linguistics is compared to Generative Grammar and Relevance Theory. In the selection of material and in the presentations, the authors have aimed

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for a balanced perspective. Part II, Cognitive Semantics, and Part III, Cognitive Approaches to Grammar, have been created to be read independently. The authors have kept in mind that different instructors and readers will need to use the book in different ways tailored to their own

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goals. The coverage is suitable for a number of courses. While all topics are presented in terms accessible to both undergraduate and graduate students of linguistics, cognitive linguistics, psycholinguistics, cognitive science, and modern languages, this work is sufficiently comprehensive and

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detailed to serve as a reference work for scholars who wish to gain a better understanding of cognitive linguistics.

a cognitive approach

A Cognitive Approach to Prehistoric Ideation

Embodied Metaphors in Film, Television, and Video Games

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Metaphor, Metonymy, and
Experientialist Philosophy
Metaphor

A Hermeneutical Case Study

This volume contains seven
synchronic and diachronic
empirical investigations into the

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expression and

conceptualization of linguistic action in English, focusing on figurative extensions. The following issues are explored: •

Source domains, and their relation to the complexities of

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linguistic action as a target domain. • The role of axiological parameter, the experiential grounding of metaphors expressing value judgements and the part played by image-schemata, how value

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judgements come about and their socio-cultural embedding. • The graded character of metaphoricity and its correlation with degrees of recoverability/salience. • The interaction of metonymy and

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metaphor, e.g. the question what factors motivate the conventionalization of metonymies, which includes the perspective that conventionalized metaphors frequently have a metonymic

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origin. • The role of image-schemata in the organization and development of a lexical subfield, which raises new questions on the nature of metaphor, the identification of source and target domains and the Invariance

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Hypothesis.

Indian culture relies greatly on visual expression, and this book uses both classical Indian and contemporary Western philosophies and current studies on cognitive sciences, and

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applies them to contextualize
Tantric visual culture. The work
selects aspects of Tantric
language and the practice of
visualization, with the central
premise to engage cognitive
theories while studying images. It

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utilizes the contemporary theories of metaphor and cognitive blend, the theory of metonymy, and a holographic theory of epistemology with a focus on concept formation and its application to the study of

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myths and images. In addition, it applies the classical aesthetic theory of rasa to unravel the meaning of opaque images. This philosophical and cognitive analysis allows materials from Indian culture to be understood

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in a new light, while engaging contemporary theories of cognitive science and semantics. The book demonstrates how the domains of meaning and philosophy can be addressed within any culture without

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reducing their intrinsic cultural significance. By addressing these key aspects of Tantric traditions through this approach, this book initiates a much-needed dialogue between Indian and Western theories, while

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encouraging introspection within the Indic traditions themselves. It will be of interest to those studying and researching Religion, Philosophy and South Asian Culture.

Theories of Metaphor Revised

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Metaphor in Cognitive Linguistics
George Lakoff's Cognitive
Theory and His Conceptual
Metaphor Theory
Figurative Language in
Architects ? Assessment of Built
Space

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A Cognitive Approach to
Analyzing Texts
A Cognitive Perspective