Metaphor And Thought

Metaphor and ThoughtThe Cambridge Handbook of Metaphor and ThoughtMetaphor and ThoughtMetaphor and ThoughtThe Ubiquity of MetaphorA Hybrid Theory of MetaphorPictorial Metaphor in AdvertisingMetaphor WarsFigurative Language and ThoughtFinding Metaphor in Grammar and UsageThe Neural MindThe Science of ThoughtThe Metaphorical BrainLibrary Magazine of American and Foreign ThoughtEnglish Lessons for English PeoplePindaru Epinikoi NemeonikaisTHE EDUCATIONAL TIMES, AND JOURNAL OF THE COLLEGE OF PRECEPTORSEssays and AddressesLanguageA Shakespearian Grammar. An attempt to illustrate some of the differences between Elizabethan and modern English, etc Andrew Ortony Raymond W. Gibbs, Jr. Andrew Ortony Andrew Ortony Wolf Paprotté M. Tendahl Charles Forceville Raymond W. Gibbs Albert N. Katz Gerard J. Steen George Lakoff Friedrich Max Müller Seana Coulson Edwin Abbott Abbott Pindarus C.F. HODGSON James Maurice Wilson George Melville Bolling Edwin Abbott Abbott

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

a comprehensive collection of essays in multidisciplinary metaphor scholarship that has been written in response to the growing interest among scholars and students from a variety of disciplines such as linguistics philosophy anthropology music and psychology these essays explore the significance of metaphor in language thought culture and artistic expression there are five main themes of the book the roots of metaphor metaphor understanding metaphor in language

and culture metaphor in reasoning and feeling and metaphor in non verbal expression contributors come from a variety of academic disciplines including psychology linguistics philosophy cognitive science literature education music and law

this volume brings together a number of articles representative of the present outlook on the importance of metaphors and of the work done on metaphors in several domains of psycho linguistics the first part of the volume deals with metaphor and the system of language the second part offers papers on metaphor and language use in the third part psychological and psycholinguistic aspects of metaphor are discussed

a provoking new approach to how we understand metaphors thoroughly comparing and contrasting the claims made by relevance theorists and cognitive linguists the resulting hybrid theory shows the complementarity of many positions as well as the need and possibility of achieving a broader and more realistic theory of our understanding

over the past few decades research on metaphor has focused almost exclusively on its verbal and cognitive dimensions in pictorial metaphor in advertising charles forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification classification and analysis of pictorial metaphors by using insights taken from a range of linguistic artistic and cognitive perspectives for example interaction and relevance theory forceville shows not only how metaphor can occur in pictures but also provides a framework within which these pictorial metaphors can be analyzed the theoretical insights are applied to thirty advertisements and billboards of british french german and dutch origin apart from substantiating the claim that it makes sense to talk about pictorial metaphors the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies context in its various manifestations plays a key role in the analyses furthermore the results of a small scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations the final chapter sketches the ways in which the insights gained can be used for further research

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

our understanding of the nature and processing of figurative language is central to several important issues in cognitive science including the relationship of language and thought how we process language and how we comprehend abstract meaning over the past fifteen years traditional approaches to these issues have been challenged by experimental psychologists linguists and other cognitive scientists interested in the structures of the mind and the processes that operate on them in figurative language and thought internationally recognized experts in the field of figurative language albert katz mark turner raymond w gibbs jr and cristina cacciari provide a coherent and focused debate on the subject the book s authors discuss a variety of fundamental questions including what can figures of speech tell us about the structure of the conceptual system if and how should we distinguish the literal from the nonliteral in our theories of

language and thought are we primarily figurative thinkers and consequently figurative language users or the other way around why do we prefer to speak metaphorically in everyday conversation when literal options may be available for use is metaphor the only vehicle through which we can understand abstract concepts what role do cultural and social factors play in our comprehension of figurative language these and related questions are raised and argued in an integrative look at the role of nonliteral language in cognition this volume a part of counterpoints series will be thought provoking reading for a wide range of cognitive psychologists linguists and philosophers

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

offers an expansive unified theory of thought that brings together the vast resources of neuroscience computation and cognitive linguistics what is an idea and where does it come from we experience thought as if it were abstract but every thought is actually a physical thing carried out by the neural systems of our brains thought does not occur neuron by neuron it happens when neurons come together to form circuits and when simple circuits combine to form complex ones thoughts then derive their structures from the circuitry we also use for vision touch and hearing this circuitry is what allows simple thoughts to come together into complex concepts making meaning creating metaphors and framing our social and political ideas with the neural mind george lakoff a pioneering cognitive linguist and computer scientist srini narayanan deftly combine insights from cognitive science computational modeling and linguistics to show how thoughts arise from the neural circuitry that runs throughout our bodies they answer key questions about the ways we make meaning how does neural circuitry create the conceptual frames through which we understand our social lives what kind of neural circuitry characterizes metaphorical thought in which ideas are understood in terms of other ideas with similar structures lively and accessible the book shows convincingly that the metaphors we live by to use lakoff s famous phrase aren t abstractions but deeply embodied neural constructs the neural mind is the first book of its kind bringing together the ideas of multiple disciplines to offer a unified accessible theory of thought a field defining work lakoff and narayanan s book will be of interest not just to linguists and cognitive scientists but also to psychologists philosophers anthropologists journalists sociologists and political scientists and anyone who wants to understand how we really think

metaphor has been an issue of intense research and debate for decades see for example 1 researchers in various disciplines including linguistics psychology computer science education and philosophy have developed a variety of theories and much progress has been made 2 for one metaphor is no longer

considered a rhetorical flourish that is found mainly in literary texts rather linguists have shown that metaphor is a pervasive phenomenon in everyday language a major force in the development of new word meanings and the source of at least some grammatical function words 3 indeed one of the most influential theories of metaphor involves the suggestion that the commonality of metaphoric language results because cross domain mappings are a major determinant in the organization of semantic memory as cognitive and neural resources for dealing with concrete domains are recruited for the conceptualization of more abstract ones 4 researchers in cognitive neuroscience have explored whether particular kinds of brain damage are associated with metaphor production and comprehension deficits and whether similar brain regions are recruited when healthy adults understand the literal and metaphorical meanings of the same words see 5 for a review whereas early research on this topic focused on the issue of the role of hemispheric asymmetry in the comprehension and production of metaphors 6 in recent years cognitive neuroscientists have argued that metaphor is not a monolithic category and that metaphor processing varies as a function of numerous factors including the novelty or conventionality of a particular metaphoric expression its part of speech and the extent of contextual support for the metaphoric meaning see e g 7 8 9 moreover recent developments in cognitive neuroscience point to a sensorimotor basis for many concrete concepts and raise the issue of whether these mechanisms are ever recruited to process more abstract domains 10 this frontiers research topic brings together contributions from researchers in cognitive neuroscience whose work involves the study of metaphor in language and thought in order to promote the development of the neuroscientific investigation of metaphor adopting an interdisciplinary perspective it synthesizes current findings on the cognitive neuroscience of metaphor provides a forum for voicing novel perspectives and promotes avenues for new research on the metaphorical brain 1 arbib m a 1989 the metaphorical brain 2 neural networks and beyond john wiley sons inc 2 gibbs jr r w ed 2008 the cambridge handbook of metaphor and thought cambridge university press 3 sweetser eve e grammaticalization and semantic bleaching annual meeting of the berkeley linguistics society vol 14 2011 4 lakoff g johnson m 1999 philosophy in the flesh the embodied mind and its challenge to western thought basic books 5 coulson s 2008 metaphor comprehension and the brain the cambridge handbook of metaphor and thought 177 194 6 winner e gardner h 1977 the comprehension of metaphor in brain damaged patients brain 100 4 717 729 7 coulson s van petten c 2007 a special role for the right hemisphere in metaphor comprehension erp evidence from hemifield presentation brain research 1146 128 145 8 lai v t curran t menn l 2009 comprehending conventional and novel metaphors an erp study brain research 1284 145 155 9 schmidt g l kranjec a cardillo e r chatterjee a 2010 beyond laterality a critical assessment of research on the neural basis of metaphor journal of the international neuropsychological society 16 01 1 5 10 desai r h binder j r conant l l mano q r seidenberg m s 2011 the neural career of sensory motor metaphors journal of cognitive neuroscience 23 9 2376 2386

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