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GORDON REILLY

*Cognitive metaphor as a deeply ingrained
device of computer and internet language*
Brill Academic Pub

In this book, Earl Mac Cormac presents an original and unified cognitive theory of metaphor 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 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 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 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; 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 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 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, 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 Charles A. Dana Professor of Philosophy and Chairman of the Department of Philosophy, Davidson College. A Bradford Book.

A Conceptual Metaphor Approach Walter de Gruyter

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 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 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 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 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.

Metaphor and Space: The Cognitive Approach to Spatially Structured Concepts Cambridge University Press

Many metaphors go beyond pointing to

the existing similarities between two objects -- they create the 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 creation of similarity within an elaborately laid out interactive framework of cognition. Starting from the constructivist views of Nelson Goodman and Jean Piaget, this framework resolves an apparent paradox in interactionism: how can reality not have a mind-independent ontology and structure, but still manage to constrain the 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 similarities, and why such metaphors are an invaluable asset to cognition. The framework is then applied to related issues of analogical reasoning, induction, and computational modeling of creative metaphors.

Metaphor Wars John Benjamins Publishing

This book discusses metaphor at work in a variety of linguistic contexts, from election leaflets to specialist scientific articles.

Cognitive Approaches Routledge

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

A Cognitive Approach to the Translation of Creative Metaphor in Othello and Macbeth from English**Into Arabic** Springer

Metaphor theory has shifted from asking whether metaphor is '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 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 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 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-dimensional, socio-cognitive model of metaphor that goes beyond what research traditions have separately achieved.
a cognitive approach Walter de Gruyter

GmbH & Co KG

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A Cognitive Theory of Metaphor Walter de Gruyter

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[Metaphor and Metonymy at the Crossroads](#) Routledge

While cognitive linguists are essentially in

agreement on both the conceptual nature and the fundamental importance of metonymy, there remain disagreements on a number of specific but, nevertheless, crucial issues. Research questions include: Is metonymy a relationship between entities or domains? Is it necessarily referential? What is meant by the claim that metonymy is a stand-for relationship? Can metonymy be considered a mapping? How can it be distinguished from active zones or facets? Is it a prototype category? The ten contributions of the present volume address such core issues on the basis of the latest research results. The volume is unique in being devoted exclusively to the delimitation of the notion of metonymy without ignoring points of divergence among the various contributors, thus paving the way towards a consensual conception of metonymy."

Extended Conceptual Metaphor Theory
BRILL

Seminar paper from the year 2003 in 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 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, 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 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. 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 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 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

An Interactionist Approach Routledge Offers an extended, improved version of Conceptual Metaphor Theory (CMT), updating it in the context of current linguistic theory.

Metaphor in Discourse MIT Press 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.

[A Cognitive Linguistics View of Terminology and Specialized Language](#)

Walter de Gruyter GmbH & Co KG

This volume aims to contribute to the theory of metaphor from the viewpoint of Chinese, in order to help place the theory into a wider cross-linguistic and cross-cultural perspective. It focuses on metaphors of emotion, the "time as space" metaphor and the Event Structure Metaphor.

Recent developments and

applications John Benjamins Publishing Examines the nature and function of metaphor in language and thought.

The Moral Metaphor System

Cambridge University Press
Metaphor and Metonymy at the Crossroads is a 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 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 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, concerned with the operation of metaphor and metonymy in discourse, including literary discourse or with the effect of metaphorical and/or metonymic mappings 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 literature, cognitive psychology and cognitive science.

Selected Papers from the Fifth International Cognitive Linguistics Conference, Amsterdam, July 1997

Cambridge University Press

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 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 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 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 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-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.

Perspectives on Literary Metaphor

GRIN Verlag

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 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 their viewers' immediate, reflexive understanding through pictures, sounds, and language. This volume applies cognitive metaphor theory (CMT) to film, television, and video games in order to analyze the embodied aesthetics and

meanings of those moving images.
Against a Cognitive Theory of Metaphor: An Apology for Classical Metaphor
 Cambridge University Press
 Bachelor Thesis from the year 2006 in the subject English Language and Literature Studies - Linguistics, grade: A, Uniwersytet Marii Curie-Skłodowskiej w Lublinie (German Studies), language: English, abstract: Computers and the Internet are gradually becoming an increasingly inherent part of human life worldwide. Generally people appreciate the existence of computers and the Internet as they facilitate not only work but almost every activity of everyday life (education, leisure, system of communication, relationships). According to Lakoff and Johnson – theoreticians of cognitive metaphor, authors of a thought-provoking book entitled “Metaphors We Live By”(1980), which the author of this thesis will frequently refer to - “ in most of the little things we do every day, we simply think and act more or less automatically along certain lines”. For this reason, the computer and Internet language is learned

more or less automatically.
Current Approaches to Metaphor Analysis in Discourse Walter de Gruyter
 Cognitive linguists are convinced that the nature of linguistic structures is strongly influenced by the way we experience and perceive the world and by how we conceptualize and construe these experiences and perceptions in our minds. At the same time, the study of linguistic structure and usage is credited with the potential to open windows to how our minds work. The present volume collects papers investigating linguistic phenomena that reflect the key cognitive processes of metaphor, metonymy and conceptual blending, which have proven to be highly influential in linguistic conceptualization. Theoretical and methodological issues, such as metaphor identification and the relevance of the target domain for children's understanding of metaphor, are focused on in the first section. The second and third parts are devoted to the application of the theoretical frameworks of the conceptual theory of metaphor and metonymy and the theory of conceptual blending to linguistic data. The

contributions critically explore the explanatory potential of these theories, build bridges between them, link them with other approaches and notions (such as construction grammar, common ground and stance/evaluation), and uncover conceptual regularities and cognitive models that underlie and shape our language use in specific domains. The linguistic structures under consideration span the range from compounds and premodified noun phrases to constructions and texts such as jokes and political speeches. Methods applied include psycholinguistic experiments, analyses of data culled from authentic language corpora and discourse-analytical approaches.

A Perspective from Chinese Morgan & Claypool Publishers

Provides an in-depth analysis of the cognitive science of mathematical ideas that argues that conceptual metaphor plays a definitive role in mathematical ideas, exploring such concepts as arithmetic, algebra, sets, logic, and infinity. 20,000 first printing.