

Metaphor In Culture Universality And Variation

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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 ...

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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?

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1. Introduction: metaphor and the issue of universality Part I. Universal Metaphors: 2. Metaphor: from language to body and back 3. Universality in metaphorical conceptualization Part II. Dimensions of Metaphor Variation: 4. Cross-cultural variation 5. Within-culture variation in metaphor Part III. Aspects of Metaphor Involved in Variation: 6. How components of conceptual metaphor are involved ...

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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.

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investigations, Kövecses announces he will consider how universality in metaphor relates to both cross-cultural and intra-cultural variation in metaphor. He will furthermore study which aspects...

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To see and appreciate the relationship between metaphor and culture in its complexity, we have to deal with a number of basic issues. By metaphor in this paper, I will primarily mean “conceptual metaphor” that can have a number of linguistic manifestations (see Lakoff and Johnson 1980; Kövecses 2002/2010).

Metaphor and Culture

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variation. First, he identifies the major dimension of metaphor ...

Metaphor in Culture: Universality and Variation: Kövecses ...

Fourth Professor Kövecses addresses the issue to the degree of cultural coherence in the interplay among conceptual metaphors, embodiment, and causes of metaphor variation. Reviews 'The book is ... thorough and provides a good overview of existing theories before going on to develop these. ... an informative, readable and at times entertaining overview of metaphor and culture.'

Metaphor in Culture by Zoltán Kövecses

In Conceptual Metaphor Theory, this metaphor is considered universal, cutting across cultures, as it emerges from actual physiological processes.

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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.

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