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Metaphor is the fundamental language of poetry, although it is common on all levels and in all kinds of language. Many words were originally vivid images, although they exist now as dead metaphors whose original aptness has been lost—for example, daisy, which is derived from the Middle English dayeseye, or “day’s eye

### metaphor | Definition & Examples | Britannica

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### Metaphors in the History of Psychology (Cambridge Studies ...

A metaphor is a figure of speech that, for rhetorical effect, directly refers to one thing by mentioning another. It may provide (or obscure) clarity or identify hidden similarities between two ideas. Metaphors are often compared with other types of figurative language, such as antithesis, hyperbole, metonymy and simile. One of the most commonly cited examples of a metaphor in English ...

### Metaphor - Wikipedia

Metaphor I: A Brief History of Metaphors in Cognitive Science By mixingmemory on July 14, 2006. [ First posted on 10/31/04 at the old blog] From Aristotle through speech act theories, metaphor had...

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### A history of metaphors for the internet | The Verge

Metaphor is a technique apparently as old as language itself; it is present in the earliest surviving work of literature, the Epic of Gilgamesh. Homer developed it into an art form, and his...

### BBC Radio 4 - In Our Time, History of Metaphor

Introduction. For nearly 2,500 years, since the time of Aristotle, scholars assumed that metaphor was simply a matter of language—cases in which a word with a literal meaning could have a second meaning, which Aristotle claimed was “similar” to the first. According to this comparison theory, any cognitive content a metaphor might have would supposedly be reducible to a set of literal similarity statements.

### Metaphor - Linguistics - Oxford Bibliographies

Metaphors are more effective in social change communications than are other approaches. Explanatory metaphors help people make sense of a topic. If we introduce them early, they guide how people respond to the rest of the communication. However, we should avoid introducing distracting metaphors.

### Tapping into the Power of Metaphors | FrameWorks Institute

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In cognitive linguistics, conceptual metaphor, or cognitive metaphor, refers to the understanding of one idea, or conceptual domain, in terms of another. An example of this is the understanding of quantity in terms of directionality (e.g. "the price of peace is rising") or the understanding of time in terms of money (e.g. "I spent time at work today"). A conceptual domain can be any mental ...

## Conceptual metaphor - Wikipedia

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