A Cognitive Approach To Metaphor And Metonymy Related To

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A Cognitive Approach To Metaphor

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Structural metaphor refers to the metaphor that the source domain provides a relatively rich knowledge structure for the target concept That is to say, the cognitive function of these metaphors is to enable speakers to understand target A by means of the structure for the target concept There are some mappings between

Translating the metaphor in poetry: A cognitive approach …
a cognitive approach to metaphor translation have been broadly accepted and explained by Burmakova and Marugina (2014) as follows: • "Metaphor is understood as a cognitive process that conceptualizes people's minds and thoughts linguistically in similar or different ways in languages

Unifying Opposites through Metaphor: A Cognitive Approach …
container, and in the background of the classical sciences of mind, in which the computer metaphor has been dominant, Buddhist metaphors create an impression of idiosyncrasy and marginality However, in the era of second-generation cognitive science, generally called the "embodied cognition" approach

3 Cognitive theory of metaphor - Masaryk University
The cognitive approach views metaphor not just as a matter of language, but as a matter of thought as well Cognitive theorists argue that the metaphor is an important tool by means of which we conceptualize reality This then has an impact on the way we behave and act 2 In contrast to the substitution and the comparison theories that view meta-

Approaches to Metaphor: Cognitive, Translation and …
approach to metaphor, as discussed in this book This interdisciplin-ary approach is in contrast to the popular belief that linguistics and literature studies are distinct disciplines with clear cut domains of study that in most cases do not cross Accordingly, scholars involved

Cognitive Approach to Metaphor Translation in Literary …

The target ideas within a cognitive approach to metaphor translation are listed below: 530 Elena A Burmakova and Nadezda I Marugina / Procedia - Social and Behavioral Sciences 154 (2014) 527 – 533 x Metaphor is understood as a cognitive process that conceptualizes people's minds and thoughts linguistically in similar or different ways

A COGNITIVE-PRAGMATIC APPROACH TO METAPHOR AND …

metaphor and metonym are taken as safe and effective film branding and marketing strategies The cognitive analysis of film title contributes to studies in brand names, verifies and supplements cognitive-pragmatic theories and also sheds light on cognitive research in advertising discourse

The Translation of Game/Sport Metaphors in English …

Cognitive Approach to Metaphor Unlike the typical view of metaphor, which presents metaphor as a figure of speech that serves some rhetorical purposes, the cognitive theory of metaphor mainly argues that metaphor is a cognitive tool found in our daily life and that our conceptual system is metaphorical

Approaches to Psychology Cognitive Psychology The …

The cognitive approach: the basics What assumptions do cognitive psychologists make? some critics would argue that over-reliance on the computer metaphor has led cognitive psychologists to neglect the influence of emotions, which computers lack, on thinking and behaviour It could also be suggested that the idealized descriptions of

A Comparative Study of Color Metaphors in English and Chinese

The cognitive study of metaphor in Chins didn't begin until the middle of the 1990s, some Chinese scholars began to introduce theories of Western cognitive linguistics and cognitive approach to the metaphor study, of which book reviews of the important

Cognitive Learning I: Understanding Effective Thinking

Regardless of the metaphor chosen to describe good thinking or good information processing, all cognitive approaches to learning share certain basic ideas These shared ideas, or basic elements of the cognitive approach, shown in Figure 51, are as follows: Relevant learner characteristics Instructional manipulations Cognitive processes

POSSIBLE APPLICATIONS OF CONCEPTUAL METAPHORS …

of metaphor within cognitive linguistics: metaphor is seen as a tool of thought and is called conceptual metaphor (Lakoff & Johnson, 1980, Lakoff, 1993, Klikovac, 2004) 11 In short on conceptual metaphors According to Lakoff (1993: 210) conceptual metaphor is defined as copying or a creation of a fixed ontological link between two

Translating emotion-related metaphors: A cognitive approach

The cognitive linguistics approach to metaphor and its implications for Translation Studies The cognitive approach to metaphor, based on the Conceptual Metaphor Theory, can bring a different perspective to the issue of metaphor in TS This somewhat novel approach is based on the idea that metaphors are used for understanding

Identifying Metaphor in Language: A Cognitive Approach

Identifying Metaphor in Language: A Cognitive Approach 389 bias as much as possible, and a standardized procedure that produces demonstrably reliable results is one of the best means to do so Moreover, there is an intrinsic interest in developing such a procedure Cog-nitive linguistics promises a uniform and precise view of the nature and

Hypotheses Revisited: The Cognitive Theory of Metaphor …

1 The Cognitive Theory of Metaphor and Religious Discourse In the following, the main tenets of the Cognitive Theory of Metaphor are summarised in the form of nine hypotheses For a more comprehensive introduction of these tenets and a detailed discussion of problems associated with the cognitive approach to metaphor see Jäkel (1997) 11

Cognitive Metaphor Theory Revisited - UGR

cognitive metaphor theory), our way to expand their theory is a natural way to explain imaginative metaphoric uses of language 2 Metaphoric Concepts and Expressions from a Cognitive Metaphor Perspective The most basic assumption in cognitive metaphor theory is that there is a set of ordinary

Translation as Context in the Conceptualization of Metaphors

Metaphor as Basis of Human Cognitive Processes In their summary work Metaphors we live by (1980), Lakoff and Johnson refutes point by point the main aspects of traditional approach by pointing out the followings: 1 Metaphor is not part of language but conceptual in nature; 2 The function of metaphor is understanding instead of being a

The Cognitive Nature of Metonymy and Its Implications for …

people's daily life The study of metonymy from the cognitive view is a great help for people to understand the cognitive and conceptual nature of metonymy, and it will shed new light on the English vocabulary teaching 2 The cognitive nature of metonymy 21 The cognitive definition of metonymy

Rethinking the Cognitive Study of Metonymy

Rethinking the Cognitive Study of Metonymy Fangfang Ding Southwest University, Chongqing, China Abstract—In traditional studies, metonymy is defined as pure figure of speechBut from cognitive approach, metonymy is believed to be a general conceptual phenomenon as metaphor …