

Metaphors We Live By By George Lakoff And Mark Johnson

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The Body in the Mind - Mark Johnson 2013-01-31

"There are books—few and far between—which carefully, delightfully, and genuinely turn your head inside out. This is one of them. It ranges over some central issues in Western philosophy and begins the long overdue job of giving us a radically new account of meaning, rationality, and objectivity."—Yaakov Garb, San Francisco Chronicle

Women, Fire, and Dangerous Things - George Lakoff 2008-08-08

"Its publication should be a major event for cognitive linguistics and should pose a major challenge for cognitive science. In addition, it should have repercussions in a variety of disciplines, ranging from anthropology and psychology to epistemology and the philosophy of science. . . . Lakoff asks: What do categories of language and thought reveal about the human mind? Offering both general theory and minute details, Lakoff shows that categories reveal a great deal."—David E. Leary, American Scientist

The Cambridge Handbook of Metaphor and Thought - Raymond W. Gibbs, Jr. 2008-09-22

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.

Metaphor in Culture - Zoltán Kövecses 2005-02-07

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? 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 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. 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.

Metaphors We Live By - George Lakoff 2008-12-19

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.

Moral Politics - George Lakoff 1996

Lakoff takes a fresh look at how we think and talk about politics and shows that political and moral ideas develop in systematic ways from our models of ideal families. Arguing that conservatives have exploited the connection between morality, the family and politics, while liberals have failed to recognize it, Lakoff explains why the conservative moral position has not been effectively challenged.

Metaphor and Thought - Ortony Andrew 1993-11-26

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.

Whose Freedom? - George Lakoff 2006-06-27

Since September 11, 2001, the Bush administration has relentlessly invoked the word "freedom." The United States can strike preemptively because "freedom is on the march." Social security should be privatized in order to protect individual freedoms. In the 2005 presidential inaugural speech, the words "freedom," "free," and "liberty" were used forty-nine times. "Freedom" is one of the most contested words in American political discourse, the keystone to the domestic and foreign policy battles that are racking this polarized nation. For many Democrats, it seems that President Bush's use of the word is meaningless and contradictory—deployed opportunistically to justify American military action abroad and the curtailing of civil liberties at home. But in *Whose Freedom?*, George Lakoff, an adviser to the Democratic party, shows that in fact the right has effected a devastatingly coherent and ideological redefinition of freedom. The conservative revolution has remade freedom in its own image and deployed it as a central weapon on the front lines of everything from the war on terror to the battles over religion in the classroom and abortion. In a deep and alarming analysis, Lakoff explains the mechanisms behind this hijacking of our most cherished political idea—and shows how progressives have not only failed to counter the right-wing attack on freedom but have failed to recognize its nature. *Whose Freedom?* argues forcefully what progressives must do to take back ground in this high-stakes war over the most central idea in American life.

Metaphors Be With You - Dr. Mardy Grothe 2016-12-06

Respected quotation anthologist and author of *Oxymoronica* and *Viva la Repartee* Dr. Mardy Grothe is at his best in *Metaphors Be with You*, an A to Z dictionary of 2,750 of history's greatest metaphorical quotations, meticulously curated for writers, readers, and quotation lovers everywhere. In *Metaphors Be with You*, Dr. Mardy Grothe has created the definitive reference on English's finest metaphors, sourced from literature, politics, philosophy, Hollywood, religion, sports, comedy, history, religion, pop culture, and more. Arranged into two sections—"The Ten Best Things Ever Said" and "The Single Best Thing

Ever Said"—Metaphors Be with You includes quotations on five hundred human interest topics and an introduction to the nature, importance, and sheer joy of metaphorical language. Essential for writers, readers, and language aficionados, this breathtaking, beautifully designed sourcebook also contains elegantly integrated digital access to Dr. Mardy's Dictionary of Metaphorical Quotations, the world's largest online database of quotations containing metaphors, similes, and analogies. This one-of-a-kind synergy between print and technology offers a comprehensive look at the diversity of words and phrases we use to relate to, understand, and describe our world by providing access to detailed source information, innumerable "Error Alerts," and fascinating quotation backstories that will engage readers as they delve into metaphorical language and discover their own favorites. Whether you're crafting a speech, writing a novel, or simply searching for new ways to express yourself, this remarkable compendium is sure to inspire you with the perfect metaphor every time.

Don't Think of an Elephant! - George Lakoff 2005

Don't Think of An Elephant is the antidote to decades of conservative strategising and the right's stranglehold on political dialogue. More specifically, it is the definitive handbook for understanding and communicating effectively about key social and political issues. George Lakoff explains in detail exactly how the right has managed to co-opt traditional values in order to popularise its political agenda. He also provides examples of how the centre-left can address the community's core values and re-frame political debate to establish a civil discourse that reinforces progressive positions. Don't Think of An Elephant provides a compelling linguistic analysis of political campaigning. But, more importantly, it demonstrates that real political values and ideas must provide the foundation for political progress by the centre-left.

Wittgenstein: A Very Short Introduction - A. C. Grayling 2001-02-22

Ludwig Wittgenstein (1889-1951) was an extraordinarily original philosopher, whose influence on twentieth-century thinking goes well beyond philosophy itself. In this book, which aims to make Wittgenstein's thought accessible to the general non-specialist reader, A. C. Grayling

explains the nature and impact of Wittgenstein's views. He describes both his early and later philosophy, the differences and connections between them, and gives a fresh assessment of Wittgenstein's continuing influence on contemporary thought. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

RabbitMQ in Action - Jason Williams 2012-04-19

Summary RabbitMQ in Action is a fast-paced run through building and managing scalable applications using the RabbitMQ messaging server. It starts by explaining how message queuing works, its history, and how RabbitMQ fits in. Then it shows you real-world examples you can apply to your own scalability and interoperability challenges. About the Technology There's a virtual switchboard at the core of most large applications where messages race between servers, programs, and services. RabbitMQ is an efficient and easy-to-deploy queue that handles this message traffic effortlessly in all situations, from web startups to massive enterprise systems. About the Book RabbitMQ in Action teaches you to build and manage scalable applications in multiple languages using the RabbitMQ messaging server. It's a snap to get started. You'll learn how message queuing works and how RabbitMQ fits in. Then, you'll explore practical scalability and interoperability issues through many examples. By the end, you'll know how to make Rabbit run like a well-oiled machine in a 24 x 7 x 365 environment. Written for developers familiar with Python, PHP, Java, .NET, or any other modern programming language. No RabbitMQ experience required. Purchase of the print book comes with an offer of a free PDF, ePub, and Kindle eBook from Manning. Also available is all code from the book. What's Inside Learn fundamental messaging design patterns Use patterns for on-demand scalability Glue a PHP frontend to a backend written in anything Implement a PubSub-alerting service in 30 minutes flat Configure RabbitMQ's built-in clustering Monitor, manage, extend, and tune

RabbitMQ

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Table of Contents Pulling RabbitMQ out of the hat Understanding messaging Running and administering Rabbit Solving problems with Rabbit: coding and patterns Clustering and dealing with failure Writing code that survives failure Warrens and Shovels: failover and replication Administering RabbitMQ from the Web Controlling Rabbit with the REST API Monitoring: Houston, we have a problem Supercharging and securing your Rabbit Smart Rabbits: extending RabbitMQ

Speaking of Jesus - Carl Medearis 2011-07-01

Some of us fear moments when we need to defend our theology. Some of us seek them out. But we are seldom ready the way Jesus seemed to be ready. So how do we draw others to God in the midst of these ordinary conversations the way Jesus did? In *Speaking of Jesus*, Carl Medearis draws on his experience of international reconciliation between Muslims and Christians to remind us of the heart of the matter: Jesus. Here he gives us tools, stories, and the foundation we need to move beyond “us” and “them” and simply talk about the One who changes it all. As Carl writes, “While others are explaining and defending various isms and ologies we’re simply pointing people to our friend. The one who uncovers and disarms. Who leads people right to himself. The beginning and the end of the story. A good story indeed.”

The Little Blue Book - George Lakoff 2012-06-26

Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

Creating Worldviews - James W Underhill 2013-01-11

Reflecting upon language and the role metaphor plays in patterning ideas and thought, Underhill analyses the discourse of several languages in recent history.

Moral Imagination - Mark Johnson 2014-12-10

Using path-breaking discoveries of cognitive science, Mark Johnson argues that humans are fundamentally imaginative moral animals, challenging the view that morality is simply a system of universal laws

dictated by reason. According to the Western moral tradition, we make ethical decisions by applying universal laws to concrete situations. But Johnson shows how research in cognitive science undermines this view and reveals that imagination has an essential role in ethical deliberation. Expanding his innovative studies of human reason in *Metaphors We Live By* and *The Body in the Mind*, Johnson provides the tools for more practical, realistic, and constructive moral reflection.

Moral Politics - George Lakoff 2010-12-15

In this classic text, the first full-scale application of cognitive science to politics, George Lakoff analyzes the unconscious and rhetorical worldviews of liberals and conservatives, discovering radically different but remarkably consistent conceptions of morality on both the left and right. For this new edition, Lakoff adds a preface and an afterword extending his observations to major ideological conflicts since the book's original publication, from the impeachment of Bill Clinton to the 2000 presidential election and its aftermath.

The Routledge Handbook of Metaphor and Language - Elena Semino 2016-11-03

The *Routledge Handbook of Metaphor and Language* provides a comprehensive overview of state-of-the-art interdisciplinary research on metaphor and language. Featuring 35 chapters written by leading scholars from around the world, the volume takes a broad view of the field of metaphor and language, and brings together diverse and distinct theoretical and applied perspectives to cover six key areas: Theoretical approaches to metaphor and language, covering Conceptual Metaphor Theory, Relevance Theory, Blending Theory and Dynamical Systems Theory; Methodological approaches to metaphor and language, discussing ways of identifying metaphors in verbal texts, images and gestures, as well as the use of corpus linguistics; Formal variation in patterns of metaphor use across text types, historical periods and languages; Functional variation of metaphor, in contexts including educational, commercial, scientific and political discourse, as well as online trolling; The applications of metaphor for problem solving, in business, education, healthcare and conflict situations; Language,

metaphor, and cognitive development, examining the processing and comprehension of metaphors. The Routledge Handbook of Language and Metaphor is a must-have survey of this key field, and is essential reading for those interested in language and metaphor.

Cognitive metaphor as a deeply ingrained device of computer and internet language - Agnieszka Jasinska 2008-04-01

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.

The Political Mind - George Lakoff 2008

A New York Times best-selling author explains how the physical nature of the brain affects people's political decisions, suggesting that changing one's mind is just as much a physical process as it is a psychological function. By the author of *Don't Think of an Elephant!* 60,000 first printing.

The Four-Dimensional Human: Ways of Being in the Digital World - Laurence Scott 2016-08-09

You are a four-dimensional human. Each of us exists in three-dimensional, physical space. But, as a constellation of everyday digital phenomena rewires our lives, we are increasingly coaxed from the containment of our predigital selves into a wonderful and eerie fourth dimension, a world of ceaseless communication, instant information, and global connection. Our portals to this new world have been wedged open,

and the silhouette of a figure is slowly taking shape. But what does it feel like to be four-dimensional? How do digital technologies influence the rhythms of our thoughts, the style and tilt of our consciousness? What new sensitivities and sensibilities are emerging with our exposure to the delights, sorrows, and anxieties of a networked world? And how do we live in public with these recoded private lives? Laurence Scott—hailed as a "New Generation Thinker" by the Arts and Humanities Research Council and the BBC—shows how this four-dimensional life is dramatically changing us by redefining our social lives and extending the limits of our presence in the world. Blending tech-philosophy with insights on everything from *Seinfeld* to the fall of Gaddafi, Scott stands with a rising generation of social critics hoping to understand our new reality. His virtuosic debut is a revelatory and original exploration of life in the digital age.

Been Down So Long It Looks Like Up to Me - Richard Farina 1996-05-01

A witty, psychedelic, and telling novel of the 1960s Richard Fariña evokes the Sixties as precisely, wittily, and poignantly as F. Scott Fitzgerald captured the Jazz Age. The hero, Gnosus Pappadopoulos, weaves his way through the psychedelic landscape, encountering—among other things—mescaline, women, art, gluttony, falsehood, science, prayer, and, occasionally, truth. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators. From the Trade Paperback edition.

Embodied Mind, Meaning, and Reason - Mark Johnson 2017-11-14

Introduction: bringing the body to mind -- Cognitive science and Dewey's theory of mind, thought, and language -- Cowboy bill rides herd on the range of consciousness -- We are live creatures: embodiment, American pragmatism, and the cognitive organism / Mark Johnson and Tim Rohrer -- The meaning of the body -- The philosophical significance of image

schemas -- Action, embodied meaning, and thought -- Knowing through the body -- Embodied realism and truth incarnate -- Why the body matters

Mixed Metaphors - Karen Sullivan 2018-11-29

Critics shudder at mixed metaphors like 'that wet blanket is a loose cannon', but admire 'Life's but a walking shadow, a poor player', and all the metaphors packed into Macbeth's 'Tomorrow, and tomorrow, and tomorrow' speech. How is it that metaphors are sometimes mixed so badly and other times put together so well? In *Mixed Metaphors: Their Use and Abuse*, Karen Sullivan employs findings from linguistics and cognitive science to explore how metaphors are combined and why they sometimes mix. Once we understand the ways that metaphoric ideas are put together, we can appreciate why metaphor combinations have such a wide range of effects. *Mixed Metaphors: Their Use and Abuse* includes analyses of over a hundred metaphors from politicians, sportspeople, writers and other public figures, and identifies the characteristics that make these metaphors annoying, amusing or astounding.

Where Mathematics Come From How The Embodied Mind Brings

Mathematics Into Being - George Lakoff 2000-11-02

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.

Louder Than Words - Benjamin K. Bergen 2012-10-30

A cognition expert describes how meaning is conveyed and processed in the mind and answers questions about how we can understand information about things we've never seen in person and why we move our hands and arms when we speak. 20,000 first printing.

Graduation - Maya Angelou 2000-01-01

"As is usually the case with most graduation tales, this account focuses on growing up. With greater intensity than ever before, the narrator of the story is confronted with the fact that she is black. A surprising twist to the graduation ceremony helps her see what that fact means to her." -- p. 2.

Metaphor - Zoltan Kovecses 2010-03-12

Combining up-to-date scholarship with clear and accessible language and helpful exercises, *Metaphor: A Practical Introduction* is an invaluable resource for all readers interested in metaphor. This second edition includes two new chapters--on 'metaphors in discourse' and 'metaphor and emotion' --along with new exercises, responses to criticism and recent developments in the field, and revised student exercises, tables, and figures.

Extended Conceptual Metaphor Theory - Zoltán Kövecses 2020-04-23

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

The Metaphor of Mental Illness - Neil Pickering 2006

Despite the currency of the notion of mental illness, there are those who take the radical line that it is a fabrication. This work takes the sceptical line seriously and puts forward a new view on mental illness and proposes a resolution of issues and disputes in the field.

Philosophical Perspectives on Metaphor - Mark Johnson 1981

Philosophical Perspectives on Metaphor was first published in 1981.

Minnesota Archive Editions uses digital technology to make long-unavailable books once again accessible, and are published unaltered from the original University of Minnesota Press editions. "We are," says Mark Johnson, "in the midst of metaphormania." The past few years have seen an explosion of interest in metaphor as a vehicle for exploring the relations between language and thought. While a number of recent books have dealt with metaphor from the standpoints of several disciplines, there is no collection that shows the best of the work that has been done in the field of philosophy. Mark Johnson has brought together essays that define the central issues of the discussion in this field. His introductory essay offers a critical survey of historically influential treatments of figurative language (including those of Aristotle, Hobbes, Locke, Kant, and Nietzsche) and sets forth the nature of various issues that have been of interest to philosophers. Thus, it provides a context in which to understand the motivations, influences, and significance of the collected essays. An annotated bibliography serves as a catalog of all relevant

literature. Philosophical Perspectives on Metaphor provides an entry point into the philosophical exploration of metaphor for students, philosophers, linguists, psychologists, artists, critics, or anyone interested in language and its relation to understanding and experience.

Philosophy In The Flesh - George Lakoff 1999-10-08

What are human beings like? How is knowledge possible? What is truth? Where do moral values come from? Questions like these have stood at the center of Western philosophy for centuries. In addressing them, philosophers have made certain fundamental assumptions—that we can know our own minds by introspection, that most of our thinking about the world is literal, and that reason is disembodied and universal—that are now called into question by well-established results of cognitive science. It has been shown empirically that: Most thought is unconscious. We have no direct conscious access to the mechanisms of thought and language. Our ideas go by too quickly and at too deep a level for us to observe them in any simple way. Abstract concepts are mostly metaphorical. Much of the subject matter of philosophy, such as the nature of time, morality, causation, the mind, and the self, relies heavily on basic metaphors derived from bodily experience. What is literal in our reasoning about such concepts is minimal and conceptually impoverished. All the richness comes from metaphor. For instance, we have two mutually incompatible metaphors for time, both of which represent it as movement through space: in one it is a flow past us and in the other a spatial dimension we move along. Mind is embodied. Thought requires a body—not in the trivial sense that you need a physical brain to think with, but in the profound sense that the very structure of our thoughts comes from the nature of the body. Nearly all of our unconscious metaphors are based on common bodily experiences. Most of the central themes of the Western philosophical tradition are called into question by these findings. The Cartesian person, with a mind wholly separate from the body, does not exist. The Kantian person, capable of moral action according to the dictates of a universal reason, does not exist. The phenomenological person, capable of knowing his or her mind entirely through introspection alone, does not exist. The utilitarian person, the Chomskian

person, the poststructuralist person, the computational person, and the person defined by analytic philosophy all do not exist. Then what does? Lakoff and Johnson show that a philosophy responsible to the science of mind offers radically new and detailed understandings of what a person is. After first describing the philosophical stance that must follow from taking cognitive science seriously, they re-examine the basic concepts of the mind, time, causation, morality, and the self: then they rethink a host of philosophical traditions, from the classical Greeks through Kantian morality through modern analytic philosophy. They reveal the metaphorical structure underlying each mode of thought and show how the metaphysics of each theory flows from its metaphors. Finally, they take on two major issues of twentieth-century philosophy: how we conceive rationality, and how we conceive language.

More than Cool Reason - George Lakoff 2009-07-27

"The authors restore metaphor to our lives by showing us that it's never gone away. We've merely been taught to talk as if it had: as though weather maps were more 'real' than the breath of autumn; as though, for that matter, Reason was really 'cool.' What we're saying whenever we say is a theme this book illumines for anyone attentive." — Hugh Kenner, Johns Hopkins University "In this bold and powerful book, Lakoff and Turner continue their use of metaphor to show how our minds get hold of the world. They have achieved nothing less than a postmodern Understanding Poetry, a new way of reading and teaching that makes poetry again important." — Norman Holland, University of Florida *Metaphor in Homer* - Andreas T. Zanker 2019-08

How did the Homeric narrator use metaphors of time, speech, and thought to compose and structure the Iliad and Odyssey?

CONCISE DICTIONARY OF METAPHORS AND SIMILIES - EDITORIAL BOARD 2014-04-09

Most speakers and writers use the terms metaphor and simile as if they mean exactly the same thing. But they are not! A simile is a metaphor, but not all metaphors are similes. A metaphor compares two things, and does so more directly without using as or like. For example, the shop was a little gold-mine. A simile compares (usually introduced by like or as)

two things that are generally not alike--such as a line of migrant workers and a wave, or onion skins and a swarm of butterflies. Writers and authors use similes to explain things, to express emotion, or to make their writing more lively and entertaining. Metaphors also offer figurative comparisons, but these are implied rather than introduced by like or as. Salient Features:

- o Thousands of widely used popular Metaphors & Similes in English
- o Inclusion of foreign Metaphors & Similes currently in use in English language
- o Arranged alphabetically from A - Zo
- o Worth recommending without second thought

An authoritative Dictionary of Metaphors & Similes for students, writers, and general readers!

A Cognitive Theory of Metaphor - Earl R Mac Cormac 1985

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.

Metaphors We Live By - George Lakoff 1980-11-01

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.

I Is an Other - James Geary 2012-01-24

From President Obama's political rhetoric to the bursting of the housing bubble, from conversations to commercials, James Geary shows that every aspect of our day-to-day experience is molded by metaphor. Geary takes readers from Aristotle's investigation of metaphor right up to the latest neuroscientific insights into how metaphor works in the brain. Witty, persuasive, and original, *I Is an Other* explores metaphor's effects on financial decision making, effective advertising, leadership, learning, and more. Romeo's exclamation "It is the East, and Juliet is the sun!" may be one of the most well-known metaphors in literature, but metaphor is more than a device of love-struck poets. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of the stream of consciousness.

Moral Politics - George Lakoff 2016-09-05

When *Moral Politics* was first published two decades ago, it redefined

how Americans think and talk about politics through the lens of cognitive political psychology. Today, George Lakoff's classic text has become all the more relevant, as liberals and conservatives have come to hold even more vigorously opposed views of the world, with the underlying assumptions of their respective worldviews at the level of basic morality. Even more so than when Lakoff wrote, liberals and conservatives simply have very different, deeply held beliefs about what is right and wrong. Lakoff reveals radically different but remarkably consistent conceptions of morality on both the left and right. Moral worldviews, like most deep ways of understanding the world, are unconscious—part of our “hard-wired” brain circuitry. When confronted with facts that don't fit our moral worldview, our brains work automatically and unconsciously to ignore or reject these facts, and it takes extraordinary openness and

awareness of this phenomenon to pay critical attention to the vast number of facts we are presented with each day. For this new edition, Lakoff has added a new preface and afterword, extending his observations to major ideological conflicts since the book's original publication, from the Affordable Care Act to the wars in Iraq and Afghanistan, the recent financial crisis, and the effects of global warming. One might have hoped such massive changes would bring people together, but the reverse has actually happened; the divide between liberals and conservatives has become stronger and more virulent. To have any hope of bringing mutual respect to the current social and political divide, we need to clearly understand the problem and make it part of our contemporary public discourse. *Moral Politics* offers a much-needed wake-up call to both the left and the right. *The ALL NEW Don't Think of an Elephant!* - George Lakoff 2014