

## Metaphor In Culture Universality And Variation

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### Metaphor In Culture Universality And

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.

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

A short (and vague) answer may be that metaphor and culture are related in many ways. For example, one way in which metaphor and culture are connected in our mind arises from what we have learned about metaphor in school: Creative writers and poets commonly use metaphors, and because literature is a part of culture, metaphor and culture can be seen as intimately linked.

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Book Description 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. See all Editorial Reviews

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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 To what extent and in what ways is metaphorical thought relevant to an understanding of culture and society?

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### Metaphor in Culture

202 Z. Kövecses. metaphorical processes people seem to employ (near-)universally; for example, spatial relations are commonly understood as parts of the human body (e.g., the head means up and the feet means down) (for more detail, see also Kövecses 2006).

### Metaphor and Culture

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Metaphor in Culture builds on the cognitive linguistic approach to metaphor exemplified by Metaphors We Live By (Georg Lakoff and Mark Johnson, Chicago: Chicago University Press, 1980; reprint, 2003. For a more detailed description of the contours of this theory, see Kövecses, Metaphor: A Practical Introduction, Oxford: Oxford University Press, 2002).

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Metaphor in culture : universality and variation. [Zoltán Kövecses] -- "In this book, Zoltan Kovecses proposes a new theory of metaphor variation. First, he identifies the major dimensions of metaphor variation, that is, those social and cultural boundaries that signal ...

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Metaphor universals can be conceived of as any metaphor-related phenomenon, including universal metaphors. For example, one metaphor universal is the use of metaphors by poets. Probably, there is no poetry without the use of metaphors in some form. It is an interesting question why this should be the case.

### Metaphor Universals in Literature | Literary Universals ...

Metaphor in Culture: Universality and Variation; Published online: 05 June 2012; Chapter; Anger Metaphors across Languages: A Cognitive Linguistic Perspective; Zoltán Kövecses, Veronika Szelid, Eszter Nucz, Olga Blanco-Carrión, Elif Arica Akkók, Réka Szab ...

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