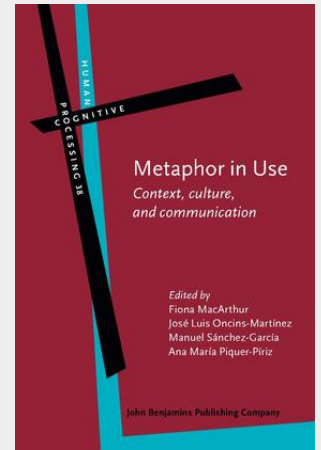


## Metaphor in Use

Context, culture, and communication

---

Metaphor is a fascinating phenomenon, but it is also complex and multi-faceted, varying in how it is manifested in different modes of expression, languages, cultures, or time-scales. How then can we reliably identify metaphors in different contexts? How does the language or culture of speakers and hearers affect the way metaphors are produced or interpreted? Are the methods employed to explore metaphors in one context applicable in others? The sixteen chapters that make up this volume offer not only detailed studies of the situated use of metaphor in language, gesture, and visuals around the world – providing important insights into the different factors that produce variation – but also careful explication and discussion of the methodological issues that arise when researchers approach metaphor in diverse ‘real world’ contexts. The book constitutes an important contribution to applied metaphor studies, and will prove an invaluable resource for the novice and experienced metaphor researcher alike.



**100,70 €**  
94,11 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

---

**Artikelnummer:** 9789027223920  
**Medium:** Buch  
**ISBN:** 978-90-272-2392-0  
**Verlag:** John Benjamins Publishing Company  
**Erscheinungstermin:** 17.10.2012  
**Sprache(n):** Englisch  
**Auflage:** Erscheinungsjahr 2012  
**Serie:** Human Cognitive Processing  
**Produktform:** Gebunden  
**Gewicht:** 875 g  
**Seiten:** 379

