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| Soggetti                | Metaphor<br>Communication<br>Discourse analysis<br>Electronic books.  |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | Metaphors we live twice: A communicative approach beyond the<br>conceptual view?; 1. Introduction; 2. The cognitive and linguistic<br>dimension of metaphor; 2.1 Corpus data; 2.2 Speakers' behaviour; 3.<br>The communicative dimension of metaphor; 3.1 Persuasion in politics;<br>3.2 Persuasion in media and advertising; 3.3 Instruction and<br>entertainment in education and arts; 4. Conclusions;<br>Acknowledgements; References; Part I. The cognitive and linguistic<br>dimension of metaphor; Metaphor and simile: Categorizing and<br>comparing categorization and comparison; 1. Introduction<br>2. The Comparison/Categorization debate3. Ellipsis-based<br>mischaracterization of Comparison theory; 4. Towards an alternative<br>battlefield; 4.1 Target/Source contribution disparity; 4.2 Target/Source<br>mediator-preservation degree; 4.3 Mediator carefulness; 5. An example<br>of the application of the dimensions; 6. Conclusion; Acknowledgments;<br>References; Taste synaesthesias: Linguistic features and<br>neurophysiological bases; 1. Introduction; 1.1 Linguistic synaesthesia;<br>1.2 Taste: A few words for a complex experience; 2. A corpus-based<br>analysis of taste synaesthesias; 2.1 The corpus; 2.2 Results |

3. Metaphors of taste  
3.1 The semantics of taste: A paradox?; 3.2 Grounded taste metaphors; 3.3 Conclusion; Acknowledgements; References; Selling and buying, killing and wounding: (Un)conventional metaphors from two different sema; 1. Introduction; 2. The corpus study: Identifying more and less conventional metaphors; 2.1 Theoretical considerations: Conventionality and frequency; 2.2 Method and results; 3. Metaphorical commercial events; 4. The field of bodily harm; 5. Linking low-level creativity and high-level conventionality: The notion of intersubjectivity; 6. Conclusion; Acknowledgement  
References  
Metaphors, bilingual mental lexicon and distributional models; 1. Introduction; 2. Procedure; 3. Analysis; 4. Discussion; 5. General discussion and conclusions; References; Author's address; Appendix A; Appendix B; Towards a model of metaphorical understanding; 1. Introduction; 2. Metaphorical understanding; 3. On propositional understanding; 4. On imagistic understanding; 5. On the sensorimotor aspects of imagery; 6. Modelling imagistic component in metaphor understanding; 7. Communicating with metaphors: Believing game and doubting game  
8. Towards a unified model of understanding

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