1. Record Nr.	UNINA9910785947903321
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Titolo	Exploding the creativity myth : the computational foundations of linguistic creativity / Tony Veale
Pubbl/distr/stampa	London ; New York, : Continuum International Pub. Group, 2012
ISBN	1-4725-4165-0 1-283-70669-5 1-4411-5516-3
Descrizione fisica	1 online resource (201 p.)
Disciplina	401/.9
Soggetti	Creativity (Linguistics) Generative grammar Grammar, Comparative and general - Coordinate constructions
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	Preface -- 1. Creation Myths -- 2. Enigma Variations -- 3. Shock and Awe -- 4. Round up Usual Suspects -- 5. Pimp My Ride -- 6. Six Ridiculous Things -- 7. Buy Low Sell High -- Bibliography -- Index
Sommario/riassunto	Karl Lagerfeld's description of his sunglasses as a 'Burqa for my eyes' drew a huge amount of commentary. But what was going on within that phrase? Why was it deemed original and contentious and what can it tell us about creativity? Taking us through cliche, metaphor, analogy, neologism and surrealism, amongst other creative tropes, Tony Veale offers a comprehensive guide to the actual processes behind linguistic creativity. By grounding his approachable examples in easy to replicate methods, the book is perfect as a resource for individual creative exploration. Anyone with an open mind and a computer and a desire to learn about how we creatively say things with words will love this book. Written by an expert in natural language generation, this deceptively simple book offers powerful tools for reconceptualising creativity.