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| 1. | Record Nr. | UNINA9910809145203321 |
| | Autore | Veale Tony <1967-> |
| | 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<br>1-283-70669-5<br>1-4411-5516-3 |
| | Edizione | [1st ed.] |
| | Descrizione fisica | 1 online resource (201 p.) |
| | Disciplina | 401/.9 |
| | Soggetti | Creativity (Linguistics)<br>Generative grammar<br>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. |