

1. Record Nr.	UNINA9910811426603321
Titolo	Multimodal metaphor // edited by Charles J. Forceville, Eduardo Urios-Aparisi
Pubbl/distr/stampa	Berlin ; ; New York, : Mouton de Gruyter, c2009
ISBN	1-282-34534-6 9786612345340
Edizione	[1st ed.]
Descrizione fisica	1 online resource (486 p.)
Collana	Applications of cognitive linguistics ; ; 11
Classificazione	ET 425
Altri autori (Persone)	ForcevilleCh (Charles) Urios-AparisiEduardo <1964->
Disciplina	302.2
Soggetti	Metaphor Figures of speech
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	Front matter -- Table of contents -- List of contributors -- Preface -- I. Setting the Scene -- Chapter 1. Introduction -- Chapter 2. Non-verbal and multimodal metaphor in a cognitivist framework: Agendas for research -- II. Multimodal Metaphor in Advertising -- Chapter 3. Brand images: Multimodal metaphor in corporate branding messages -- Chapter 4. Cutting across the senses: Imagery in winespeak and audiovisual promotion -- Chapter 5. Interaction of multimodal metaphor and metonymy in TV commercials: Four case studies -- Chapter 6. Nonverbal and multimodal manifestations of metaphors and metonymies: A case study -- III. Multimodal Metaphor in Political Cartoons -- Chapter 7. Visual metaphor versus verbal metaphor: A unified account -- Chapter 8. Metaphor in political cartoons: Exploring audience responses -- Chapter 9. Image alignment in multimodal metaphor -- Chapter 10. Visual metaphoric conceptualization in editorial cartoons -- IV. Metaphors of Emotion in Comics, Manga, and Animation -- Chapter 11. Anger in Asterix: The metaphorical representation of anger in comics and animated films -- Chapter 12. Pictorial metaphors of emotion in Japanese comics -- V. Metaphor in Spoken Language and Co-Speech Gesture -- Chapter 13. Words, gestures, and beyond: Forms of multimodal metaphor in the use of spoken language -- Chapter 14. Metonymy first, metaphor second: A

cognitive semiotic approach to multimodal figures of thought in co-speech gesture -- VI. Metaphor Involving Music and Sound -- Chapter 15. Music, language, and multimodal metaphor -- Chapter 16. The role of non-verbal sound and music in multimodal metaphor -- VII. Metaphor and Film -- Chapter 17. Multimodal metaphor in classical film theory from the 1920's to the 1950's -- Chapter 18. Multimodal expressions of the HUMAN VICTIM IS ANIMAL metaphor in horror films -- Back matter

Sommario/riassunto

"Metaphor studies" has over the past 30 years become a discipline in its own right, mainly because of the cognitive linguistic claim that metaphors characterize thought, not just language. But most metaphor scholars hitherto focus exclusively on its purely verbal expressions. Since both persuasive and narrative discourses in contemporary society increasingly draw on modalities other than language alone, sustained research into a broader range of manifestations of metaphor is imperative. This volume is the first book-length study to investigate multimodal occurrences of metaphor, and is of interest to scholars interested in metaphor as well as in multimodal discourse. Each chapter investigates metaphors whose identification and interpretation depend on the co-presence of at least two of the following modalities: language, visuals, gestures, sound, music. On the basis of case studies in a variety of discourse genres (advertising, cartoons, films, comics, conversation, music, amply represented in photographs, logos, drawings, film stills, and musical scores), the contributors demonstrate that, and how, metaphor can occur multimodally, providing ideas and methodological angles enabling further theorizing and testing in this rapidly expanding field. Covering creative as well as conceptual metaphors, and where appropriate evaluating cultural factors governing metaphor interpretation, the contributors provide a wealth of material for studying the conceptual and rhetorical force of metaphor in contemporary society.
