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Nota di contenuto	Mixing Metaphor; Editorial page; Title page; LCC data; Table of contents; Introduction; 1. Mixing metaphor in perspective; 2. Summary of the chapters; A view of "mixed metaphor" within a conceptual metaphor theory framework; 1.1 Introduction; 1.2 Some questions about mixed metaphors; 1.2.1 Why are imagistically incongruent metaphors selected at a particular point in discourse?; 1.2.2 Why are mixed metaphors so common?; 1.2.3 Why do we have cases of metaphorically entirely homogeneous discourse?; 1.2.4 Why are often widely divergent source domains inserted into discourse? 2.3 Multiple metaphors in theory-building2.4 Conclusions; References; Why mixed metaphors make sense; 3.1 Introduction; 3.2 Why should mixing metaphors be problematic?; 3.3 Mixed metaphors foreground uncommon aspects of meaning; 3.4 Conclusion - A dynamic view on metaphors in language use; References; Tackling mixed metaphors in discourse; 4.1 Introduction; 4.2 Study 1; 4.2.1 Method; 4.2.2 Results;

4.3 Study 2; 4.3.1 Method; 4.3.1.1 Participants; 4.3.1.2 Materials and Procedure; 4.3.2 Results; 4.4 Conclusion; References; Appendix A; Mixed metaphor; 5.1 Introduction; 5.2 The ATT-Meta approach
5.2.1 ATT-Meta's orientation and a quick example5.2.2 Fictionalist/pretence-based approach; 5.2.3 Metaphorical views and mappings in ATT-Meta; 5.2.4 The pretence-based nature of mappings; 5.2.5 Detail in a sub-persons example; 5.2.6 Ancillary assumptions; 5.2.7 View-neutral mapping adjuncts; 5.2.8 Goal-directed reasoning; 5.2.9 ATT-Meta and blending; 5.3 ATT-Meta and mixed metaphor; 5.3.1 The marigold example: Mixed form; 5.3.2 Deployment of pretence spaces, VNMAs and inference; 5.3.3 More on parallel mixing; 5.3.4 Combining different types of mixing
5.3.5 Advantages that ATT-Meta brings to mixed metaphor5.4 Further discussion: Variability of analysis; 5.5 Conclusions; Acknowledgments; References; Mixed metaphor is a question of deliberateness; 6.1 Introduction; 6.2 Mixed metaphor and deliberateness; 6.3 Deliberate versus non-deliberate metaphor; 6.4 From deliberate to mixed metaphor; 6.5 Epilogue; References; When languages and cultures meet; 7.1 Introduction; 7.2 Metaphor and the learner of English; 7.3 Mixed, extended, and repeated metaphors in language learner discourse; 7.4 Discussion and conclusion; References
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