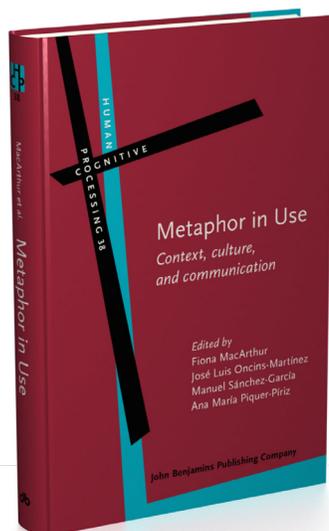


NEW BOOK INFORMATION

Cognition and language / Discourse studies



Metaphor in Use

Context, culture, and communication

Edited by Fiona MacArthur, José Luis Oncins-Martínez,

Manuel Sánchez-García and Ana María Piquer-Piriz

University of Extremadura

Metaphor is a fascinating phenomenon, but it is also complex and multi-faceted, varying in how it is manifested in different modes of expression, languages, cultures, or time-scales. How then can we reliably identify metaphors in different contexts? How does the language or culture of speakers and hearers affect the way metaphors are produced or interpreted? Are the methods employed to explore metaphors in one context applicable in others? The sixteen chapters that make up this volume offer not only detailed studies of the situated use of metaphor in language, gesture, and visuals around the world – providing important insights into the different factors that produce variation – but also careful explication and discussion of the methodological issues that arise when researchers approach metaphor in diverse ‘real world’ contexts. The book constitutes an important contribution to applied metaphor studies, and will prove an invaluable resource for the novice and experienced metaphor researcher alike.

[Human Cognitive Processing, 38] 2012. x, 379 pp.

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“This collection of essays is a highly impressive and valuable addition to the body of research on conceptual metaphor. The editors have performed an outstanding job in bringing together scholars that have elaborately explored the interaction between conceptual metaphor, discourse, and culture.”

Farzad Sharifian, Monash University

“The chapters in the book bring out fascinating and demanding issues of methodology that are raised when working across cultures and contexts, and supply a range of responses that will be invaluable for metaphor researchers. [...] Any metaphor scholar will find something new, challenging, and interesting in this collection.”

Lynne Cameron, The Open University, UK

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