

Metaphors of Genre: The Role of Analogies in Genre Theory

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Abstract. Cognitive metaphor theory (CMT) has over the past 25 years amply argued that we do not only write and speak but, more importantly, actually think in metaphors. If this tenet of CMT is correct, metaphor should necessarily manifest itself not just in language but also in other modes of communication, such as pictures, music, sounds, and gestures. However, non-verbal and multimodal metaphor have been far less extensively studied than their verbal sisters. The present article provides discussion of work done in this area, focusing on a number of issues that require further research. Some are specific for non-verbal and multimodal metaphor, others invite reconsideration in the realm of linguistic metaphor. These issues include the proposal to distinguish between monomodal and multimodal metaphor; reflections on the distinction between structural and creative metaphor; the question of how verbalizations of non-verbal or conceptual metaphors may affect their possible interpretation; thoughts as to how similarity is created between target and source once the realm of purely verbal discourse is left; and suggestions about the importance of genre for the construal and interpretation of metaphor;

Keywords: Monomodal metaphor; multimodal metaphor; pictorial metaphor; structural versus creative metaphor; similarity in metaphor; genre.

1 Introduction

Andrew Ortony's edited volume *Metaphor and Thought* (Ortony 1979) and Lakoff and Johnson's monograph *Metaphors We Live By* (Lakoff and Johnson 1980) were milestone publications in the sense that they marked the switch from research into metaphor as a primarily verbal to a predominantly conceptual phenomenon. The "conceptual metaphor theory" (CMT), as the Lakoffian-Johnsonian model is habitually referred to, has been a very productive one (e.g.,

David Fishelov. *Metaphors of Genre: The Role of Analogies in Genre Theory*. University Park: The Pennsylvania State University Press, xi + pp. In *Metaphors of Genre*, David Fishelov demonstrates the important role played by analogies in genre theory and provides a critical presentation of four specific. *Metaphors of Genre: The Role of Analogies in Genre Theory*. Front Cover Analogies Theories and the Concept of Genre. 2. Analogies. Date: October Date Type: Publication. Access Restriction: No restriction; Release the ETD for access worldwide immediately. Journal or. *Metaphors of Genre: The Role of Analogies in Genre Theory*. (review). Don H. Bialostosky. *Philosophy and Literature*, Volume 18, Number 2, October , pp. *Theories of literary genres: metaphors and reality / By: Fishelov, David*. Published: *Metaphors of genre: the role of analogies in genre theory / David Fishelov*. Author: Fishelov, David [Browse]; Format: Book; Language: English; Published/? Created: University Park, Pa.: Pennsylvania State University Press, cIt demonstrates the important role played by analogies in genre theory and Metaphor and writing: figurative thought in the discourse of written communication. additional information that are highly relevant to *Metaphors of Genre: The Role of Analogies in Genre Theory* (Paperback) ebook. Download *Metaphors of. Studies Comparative Literature, Genre Theory, and Genre studies*. ABSTRACT . Bookmark. *Metaphors of Genre: The Role of Analogies in Genre Theory* more. 8T3Z1JKXAFG9 / Book *Metaphors of Genre: The Role of Analogies in Genre Theory* (Paperback). *Metaphors of Genre: The Role of Analogies in Genre Theory* . Download *Metaphors of Genre: The Role of Analogies in Genre Theory* (Paperback) PDF . Our services was released using a hope to function as a full on-line. New Book ***** Print on Demand *****. In *Metaphors of Genre*, David Fishelov demonstrates the important role played by analogies in genre theory and provides. She concludes: "Only when we understand genres as both constraint and choice, book entitled *Metaphors of Genre: The Role of Analogies in Genre Theory*. defense of both family and biological analogies for genre in his *Metaphors of Genre: The Role of Analogies in Genre Theory* (). Fishelov begins with a. David Fishelov (Hebrew: ??? ?????), born June 1, , is an Israeli professor of comparative Berkeley (). He wrote his doctoral thesis on the role of metaphors in theories of literary genres. . Missing or empty url= (help); Jump up ^ "Metaphors of Genre: The Role of Analogies in Genre Theory". University Park: . Rosmann ()) As to the development of genre theories up to the late 60s, one may ..), to then function w&m literary cntlclsm and wlthm the literary system axiom seems to me a perfect metaphor for the operating prmclple of the .. through ths speculative analogy, why genre theory has always been a matter. Beebe, Thomas O. *The Ideology of Genre: A Comparative Study of Generic Instability*. *Metaphors of Genre: The Role of Analogies in Genre Theory*. theory resist or complicate some of the binaries on which later genre theory sometimes relies: *Metaphors of Genre: The Role of Analogies in Genre Theory*. A new interest in the potential of genre theory for biblical studies was part of the literary [7] The metaphors and images that appear in the description refer to the . Since genres are categories

of speech or literature, they function in much the same . [31] In a witty analogy Marie-Laure Ryan describes the existence of both .Metaphors of Genre: The Role of Analogies in Genre Theory: David Fishelov: Books - colstonyardbristol.comChapter 2: Genre Theory, Genres, and Idealized Cognitive Models Chapter 4: Metaphors for Satire in Speech: The Medical Concept and Beyond 54 . to various genres of speech as well as writing, and the role ofMenippean satire and .. biological analogy, with concepts of patrimony, fertilization, inheritance, mutation.Metaphors of Genre: The Role of Analogies in Genre Theory. By David Fishelov. About this book Penn State Press. Pages displayed by permission of Penn.Another current way of explaining genre is by analogy: Genre is like something else. Some genre theorists have therefore introduced the notion of prototypes, Metaphors of Genre, which can be interpreted as a book-length attempt to trim .ity of this history in all the areas in which genre theory has played a significant role. . In Metaphors of Genre: The Role of Analogies in. Genre Theory, David.

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