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In this wide-ranging book, Andrew Goatly, using lexical data from his database <i>Metalude</i>, investigates how conceptual metaphor themes construct our thinking and social behaviour in fields as diverse as architecture, engineering, education, genetics, ecology, economics, politics, industrial time-management, medicine, immigration, race, and sex.

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He argues that metaphor themes are created not only through the universal body but also through cultural experience, so that an apparently universal metaphor such as event-structure as realized in English grammar is, in fact, culturally relative, compared with e.g. the construal of 'cause and effect' in the Algonquin language Blackfoot.

Washing the Brain: Metaphor and Hidden Ideology - Andrew

Amsterdam: John Benjamins, 2007. xvii + 431. In: Discourse Studies 10(5) (2014): 698-701. The fast growing field of interdisciplinary studies combining Cognitive Linguistics (CL) and Critical Discourse Analysis (CDA) approaches (cf. Dirven et al. 2001, 2003; Charteris-Black 2004, 2005) is enriched by this substantial work from the author of a popular introduction to cognitive metaphor analysis (1997).

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domain. That is why conceptual metaphor provides a source of evidence of how our cognition works and, moreover, it is also used as a means for changing the way people think, which may result in social consequences. 1.2 Functions of metaphors Metaphor often extends beyond the sentence serving an organizing function (Koller, 2004).

Conceptual Metaphor as a Means for Teaching Critical

metaphor used in texts on the human brain. "Path" and "container" are particularly frequently used source domains: the brain is described as a land-scape or a container. Information, signals, memories, thoughts, and the like,

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