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In this innovative collection, an international group of scholars come together to discuss literary metaphors and cognitive metaphor theory. The volume's goals are three-fold. The first aim of the book is to present some recent approaches to metaphor which have no immediate connection with cognitive metaphor theory and have developed independently of it. While the cognitive approach has become ...

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The book Beyond Cognitive Metaphor Theory. Perspectives on Literary Metaphors edited by Monika Fludernik is a collection of articles that enters a 30-year tradition of studies on metaphor triggered by Lakoff and Johnson's Cognitive Metaphor Theory (henceforth CMT). The publication of Metaphors We Live By by Lakoff and Johnson in 1980 led to an

MONIKA FLUDERNIK Beyond Cognitive Metaphor Theory ...

(2016). Beyond Cognitive Metaphor Theory: Perspectives on Literary Metaphor. Metaphor and Symbol: Vol. 31, No. 4, pp. 256-259.

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The relation between extended metaphor and narrative in literary studies has not received as much attention as it deserves. Elsewhere, I have called for a rapprochement of the figurative and narrative trends in cognitive literary studies and proposed possible ways of achieving this end in theory (Pettersson 2001, 2005).

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Despite the increased salience of metaphor in organization theory, current perspectives are flawed and misguided in assuming that metaphor can be explained with the so-called comparison model. I therefore outline an alternative model of metaphor understanding, the domains-interaction model, which suggests that metaphor involves the conjunction of whole semantic domains in which a ...