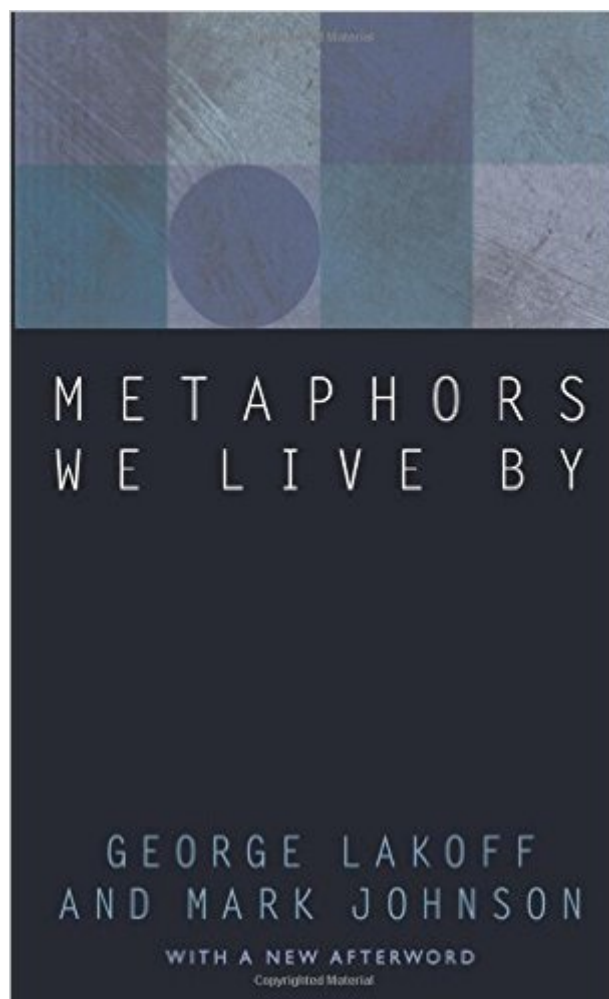


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# Metaphors We Live By



## Synopsis

The now-classic *Metaphors We Live By* changed our understanding of metaphor and its role in language and the mind. Metaphor, the authors explain, is a fundamental mechanism of mind, one that allows us to use what we know about our physical and social experience to provide understanding of countless other subjects. Because such metaphors structure our most basic understandings of our experience, they are "metaphors we live by"—metaphors that can shape our perceptions and actions without our ever noticing them. In this updated edition of Lakoff and Johnson's influential book, the authors supply an afterword surveying how their theory of metaphor has developed within the cognitive sciences to become central to the contemporary understanding of how we think and how we express our thoughts in language.

## Book Information

Paperback: 256 pages

Publisher: University Of Chicago Press; 2nd edition (April 15, 2003)

Language: English

ISBN-10: 0226468011

ISBN-13: 978-0226468013

Product Dimensions: 5.5 x 1 x 8.5 inches

Shipping Weight: 15.7 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (108 customer reviews)

Best Sellers Rank: #14,459 in Books (See Top 100 in Books) #10 in [Books > Textbooks >](#)

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## Customer Reviews

Many of the examples oversimplify. The authors provide no formal empirical basis for their claims. However, upon reading this book, a sense of recognition sets in. They have succeeded in illuminating as much as one can through discourse alone, the cognitive underpinnings of our language and the way we think. Very little if anything in the way of ideological bias clouds the mirror through which the reader can recognize the authors' thesis. Although not explicitly written for purposes of self-development or consciousness raising, the very act of consciously recognizing these metaphorical cognitive mechanisms may give the reader a greater sensitivity to and command of the language. It certainly has for me. The authors later went on to write "Philosophy in the Flesh." If you are a stickler for more formal empirical verification, in that tome you will find good

discussions about, and references to some empirical confirmation which followed on the thesis developed in this book. In "Philosophy in the Flesh", however, the authors inevitably allow more play with their ideological leanings (liberal) which may prove a distraction to some readers who would find "Metaphors We Live By" much freer from these ideological musings. Clearly the revelations we find in "Metaphors We Live By", transcend ideology, including the authors' ideologies. The implications of widespread cognitive metaphor throughout our language, culture, and even our sciences, presents us with the landmark tip of an iceberg, whose deeper implications spread far beyond and below the more obviously poetical uses that we typically recognize when we think of the metaphorical.

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