

How do political orators create rhetorical communities in which fantasy themes of the past and the present combine into proposals for solutions in the future? How does a contemporary political leader lead the people to construct a new symbolic reality? METAPHOR AND CHANGE redefines the concept of metaphor as it applies to politics and illustrates the use of the metaphoric-transfer model to analyze political communication. The model innovatively combines George Lakoff's approach to conceptual metaphor and Ernest Bormann's symbolic convergence theory to provide a holistic, eclectic approach to rhetorical analysis. Delgado Figueroa applies the model to the political rhetoric of Puerto Rico's charismatic and transformative leader Luis Munoz Marin between 1948 and 1952, when he successfully used metaphor in chained-out fantasy themes to change attitudes toward the island's social and economic future. In the process he also connects the use of metaphor, to reveal and conceal social reality, in the rhetoric of movements on the left and on the right, as well as of governments such as Cuba, Puerto Rico and the United States.

Philo Judaeus,: Or, The Jewish-Alexandrian philosophy in its development and completion, Ethical Decision Making in School Mental Health (SSWAA Workshop Series), Detective Dan and the Goopy Gumdrop Mystery (Learn to Read No. 3), The School Curriculum, 101 Kid-friendly Plants: Fun Plants and Family Garden Projects, Sloans Green Guide to Antiquing in New England, One Green Witch Stirs a Brew: A Rhyming Counting Book (Numbers 1 - 10), Wicked, Les Miserables, and The Phantom of the Opera - Piano and Vocal Selections for 3 Broadway Hits - 3 Songbook Pack,

METAPHORS OF CHANGE. ANN FIENUP-RIORDAN. Abstract. The following pages explore the use of metaphor in four contexts: biblical metaphors from the. Metaphor and knowledge change. is E. Districh & A. Marbnau (Eds.). Cognitive dynamics: Conceptual change in humans and maohhw (pp. ). Mahwah.

Fundamental change, in contrast, suggests differences between metaphors, in that old metaphors are replaced by new metaphors. In the example of the EU is a building metaphor, a fundamental change would be if this metaphor is actively replaced with a different metaphor, such as the EU is a family (Musolff, ). Emerging research tells us that a single metaphor can have consequences for how we think, and be powerful tools in the hands of those. Metaphors might be able to affect the way our brains perceive the world, and the power of a good metaphor may actually have a scientific basis. Our theories of change which are our theories of personality, psychotherapy lifespan development, identity, and systems are most powerfully captured in the. The metaphor designer isn't trying to make something beautiful. She wants to change your view on things. Here's how.

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