

METAPHORS



WHO CARES? RIGHT?

By Abraham Olagoke Kuranga



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ARISTOTLE

“By far the greatest thing is to be a master of metaphor. It is one thing that cannot be learned from others. It is a sign of genius, for a good metaphor implies an intuitive perception of similarity among dissimilars.”

Aristotle's *Rhetoric* : Translated by W. Rhys Roberts

“Further, in using metaphors to give names to nameless things, we must draw them not from remote but from kindred and similar things, so that the kinship is clearly perceived as soon as the words are said.”

“the materials of metaphors must be beautiful; and the beauty, like the ugliness, of all words may, lie in their sound or in their meaning”

Nietzsche once said that a metaphor is necessary for knowing.

There is no `real' expression and no real knowing apart from metaphor. but deception on this point remains [...] The most accustomed metaphors, the usual ones, now pass for truths and as standards for measuring the rarer ones. The only intrinsic difference here is the difference between custom and novelty, frequency and rarity. Knowing is nothing but working with the favorite metaphors, and imitating which is no longer felt to be an imitation.'

- A wolf in sheep's clothing
- The heart of the computer
- The neck of the bottle
- The leg of the chair
- The computer bottleneck
- A captain of industry
- The market leader
- The king of the jungle
- The brain of the organization
- The lifeblood of the company
- Sitting on a bed of lettuce
- A hot new product

A metaphor is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them.

-Webster's Ninth New Collegiate Dictionary 746 (1983)

“metaphors facilitate thought by providing an experiential framework in which newly acquired, abstract concepts may be accommodated.”

- Lakoff (metaphor as fundamental to all cognition and awareness)

different metaphors are circulated according to different needs (institutional, professional, historical, economic, political, etc.)

“But, soft! what
light through
yonder window
breaks? It is the
east, and Juliet is
the sun.”

sun: giver of life, rises in the east,
majestic, all-powerful, etc.

Juliet: love at first sight,
beautiful, reason to live, etc.

CAN BE VERBAL via MUSIC

“I drop bombs like Hiroshima” kriss kross “Da Bomb” 

“Straight to the chest like the Primatene mist” Gravediggaz “nowhere to run” 

or visual:



EYE ON PRIVACY
PRIVACY IN THE HEADLINES

Political 

Political metaphors are there to simplify, to 'make the unintelligible accessible'

They are meant to stir emotions and to conjure up familiar images

President George W. Bush September 11th, 2001 8:30 P.M.
“Terrorist attacks can shake the foundations of our biggest buildings, but they cannot touch the foundation of America. These acts shattered steel, but they cannot dent the steel of American resolve. America was targeted for attack because we're the brightest beacon for freedom and opportunity in the world. And no one will keep that light from shining.”



So...What is G-Dub really saying?

"Terrorist attacks can shake the foundations of our biggest buildings, but they cannot touch the foundation of America. These acts shattered steel, but they cannot dent the steel of American resolve."-Bush

According to George Lakoff:

"A Society Is A Building. A society can have a "foundation" which may or may not be "solid" and it can "crumble" and "fall." The World Trade Center was symbolic of society. When it crumbled and fell, the threat was more than to a building."

The United States is like a building. It stands tall.

Although it seems contradictory to say, "These acts shattered steel, but the cannot dent the steel of American resolve." -if America's resolve is steel, can't it be shattered?

I'm sure you get the point though!!!

They are meant to stir emotions and to conjure up familiar images



"America was targeted for attack because we're the brightest beacon for freedom and opportunity in the world. And no one will keep that light from shining."-Bush

America is compared to a light. A light that represented something other nations didn't like. **Maybe the light shined too bright?**

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LEGALESE

The specialized vocabulary of the legal profession, especially when considered to be complex or abstruse.

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We live in a world surrounded by “legalese”. A language and set of rules created by lawyers. If you do not understand the rules or the language of the world/society you live in, how can you prosper and have self-empowerment?



Very often the legal meanings of the words are different from the “natural and ordinary meaning” which we may naively, innocently and mistakenly believe the laws, contracts and courts are operating by the “natural and ordinary meaning” of words.

UHH?...WHAT ARE THE JUDGES SAYING?

METAPHORS

“Metaphors in law are to be narrowly watched, for starting as devices to liberate thought, they end often by enslaving it.”

-JUSTICE CARDOZA *Berky v. Third Ave. Ry. Co.*, 155 N.E. 58 (1926)

Other Supreme Court justices have been suspicious of judiciary reliance on metaphorical expression in opinions. Justice Harlan criticized the “chilling effect” metaphor as “slippery” and “amorphous.” Justice Rehnquist recently criticized the “wall of separation” metaphor, referring to it as “Jefferson’s misleading metaphor,” saying that the metaphor “has proved all but useless as a guide to sound constitutional adjudication.”

-*Wallace v. Jaffree*, 472 U.S. 38, 92 (1985)

ROE v. WADE (1973)

In an attempt to end an unwanted pregnancy, Justice Blackmun summarized the appellant's argument by saying:

"The principle thrust of appellant's attack on the Texas statutes is that they improperly invade a right, said to be possessed by the pregnant woman, to choose to terminate her pregnancy."

Justice Blackmun uses colorful language, likening Roe's disagreement with the Texas law to an "attack." This further connotes that this "attack" must be "invading" someone's property. In this case, it's the right to privacy.

METAPHORIC INDICATORS

"attack"

"thrust"

"invade"

"Metaphors create insight. But they also distort. They have strengths. But they also have limitations. In creating ways of seeing, they create ways of not seeing. There can be no single theory or metaphor that gives an all-purpose point of view, and there can be no simple 'correct theory' for structuring everything we do. The challenge facing modern managers is to become accomplished in the art of using metaphor to find new ways of seeing, understanding, and shaping their actions."

Gareth Morgan, *Imaginization: New Mindsets for Seeing, Organizing, and Managing*

WHERE DID ALL THIS COME FROM?

William Shakespeare, *Romeo and Juliet* (Barbara Mowat, ed., Simon & Schuster 1976) (1599)

George Lakoff & Mark Johnson, *Metaphors We Live By* (University of Chicago Press 1980)

George Lakoff "Metaphors of Terror" September 16, 2001
<http://www.press.uchicago.edu/News/911lakoff.html>

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Aristotle, *Rhetoric III*; Translated by W. Rhys Roberts

President George W. Bush September 11th, 2001 8:30 P.M Address to the Nation

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Gareth Morgan, *Imagination: New Mindsets for Seeing, Organizing, and Managing* (Berrett-Koehler 1997)

Kris Kross "Da Bomb" Da Bomb 1993 Ruffhouse Records

Gravediggaz "Nowhere To Run" Nowhere To Run EP(1994) Polygram

Berndt Lintermeyer "Loud F" Beverly Hills Cop: The Original Soundtrack (1984) United

John Phillip Sousa "Hail To The Chief"

Coldplay "Clocks" A Rush of Blood To The Head 2002 Capitol



The End

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