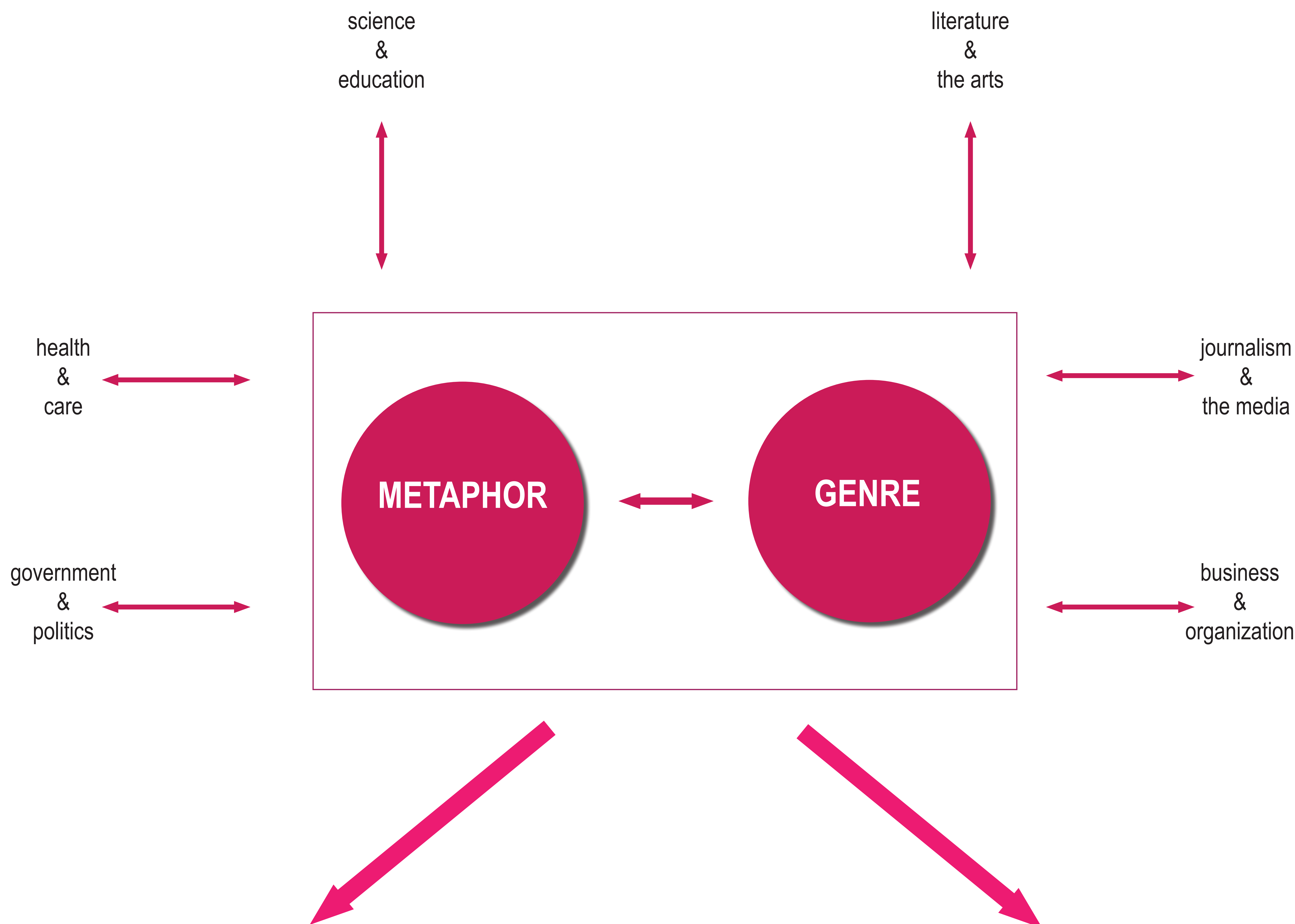


Metaphor in Discourse: Time and Consciousness

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Research Question 1

Does unconscious metaphor use have the framing effects it is claimed to have?

Research Question 2

When and how can metaphor be used consciously for which purposes and effects?

References

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- Steen, G. (in press). Deliberate metaphor affords conscious metaphorical cognition. *Cognitive Semiotics, special issue on 30 years of Conceptual Metaphor Theory*.

The Metaphor Lab



The Metaphor Lab is an internationally unique expertise center for Metaphor Studies. Its mission is to stimulate interdisciplinary collaboration, innovation, and application in all areas of metaphor research inside and outside academic communities.

The Metaphor Lab performs fundamental research on metaphor in language, cognition, and communication is combined with applied research on metaphor in varied domains of discourse such as media use, organization, management, health etc.

The Lab specializes in linguistics and discourse studies, psycholinguistics and cognitive science, sociolinguistics and social science, and applied linguistics. It seeks to develop new products and services for the non-academic community, to improve self-awareness, monitoring, training and testing of metaphor use in design, management, communication, and interaction.

