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Dynamiczne podejście do metafory

Dynamic view on metaphor

Słowa kluczowe: metafora multimodalna; dynamiczna aktywacja; ikoniczność; uwaga;

Key words: multimodal metaphor; dynamic activation; iconicity; attention

Summary

According to Müller (2008a, 2008b, Kolter et al. 2012), the static view on metaphor in thought and language should be supplemented by a dynamic view on metaphor in language use. Focusing on the latter approach, the dynamic category of metaphors is characterized on the basis of both verbal and multimodal metaphors (verbo-visual and verbo-musical in particular). The category ranges from „sleeping” to „waking” metaphors. This distinction is drawn depending on the level of metaphoric activation, which can be correlated with the amount of activation indicators, such as repetition, elaboration, specification or multimodal construction. The trigger behind increasing metaphoricity is attention. Both conventional and novel creative metaphors may exhibit different degrees of metaphoricity depending on the context of use.