



Corpus Approaches to Critical Metaphor Analysis

J. Charteris-Black

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In a stimulating and novel approach, this book explains why metaphors are persuasive, suggesting that they are ideologically effective because they are cognitively plausible and evoke an emotional response. 'Critical Metaphor Analysis' is then developed in a series of corpus-based studies in which analysis of collocations provides insight into the cognitive motivation and expressive connotation of metaphor. By unifying traditional and cognitive semantic with pragmatic approaches, the reader becomes aware of the importance of metaphor in persuasive language.

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