



## The Strategic Creation of Metaphor

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Schön's (1979) discussion of his generative metaphor in relation to social policy and the metaphor's application as a tool has been foundational. This paper broadens the application of the concept. Cognitive linguists believe that we use a "concrete concept" from life to explain and understand an "abstract concept" (Kövecses 2002: 4). This paper considers further examples, and then discusses novel metaphor creation and its benefits. The focus shifts away from ongoing conversational discourse towards careful, deductive, strategic metaphor creation. Both the broad conceptual metaphors and their specific metaphorical linguistic expressions can reveal information that was previously obscured and expose us to different ways of thinking about various phenomena. Lakoff and Johnson (2003: 3) remind us that metaphor is typically understood as an aspect of language and that we often overlook the thought or action component. The paper provides an example of strategic metaphor creation applicable to a post-graduate research experience. A retail store serves as the concrete concept from which metaphorical linguistic expressions are derived. Metaphors, by their very nature, are restrictive, yet my contention is that the layering of a "great" metaphor with a "novel and contemporary" one (Wiseman 2007) widens the lens of perception, revealing previously unconsidered dimensions that are meaningful and powerful. Other practical domains are considered as well to demonstrate the breadth of the concept's application.

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