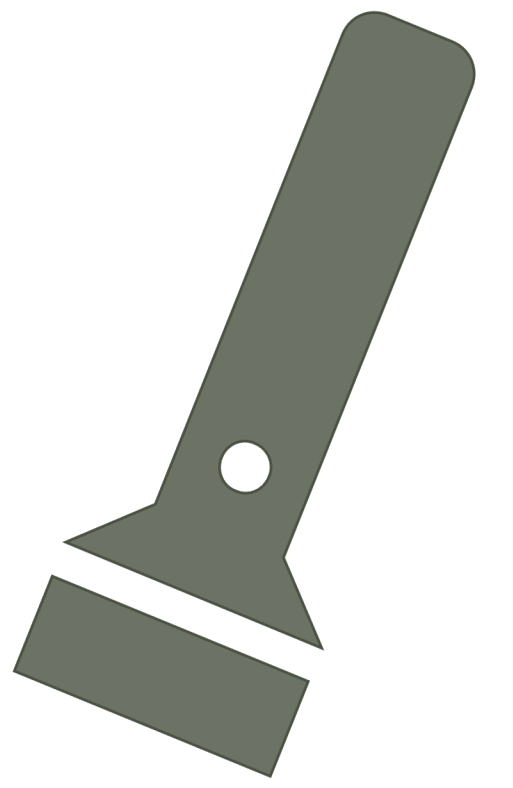
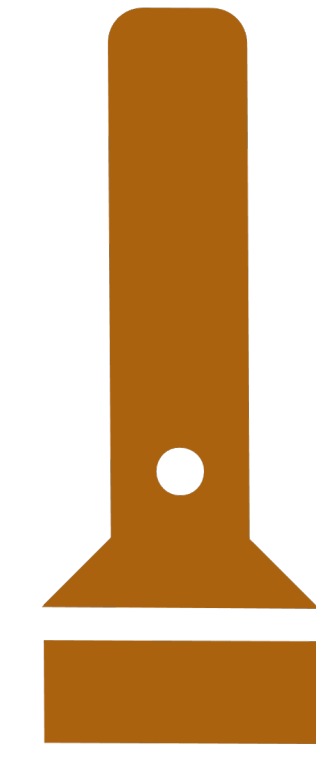
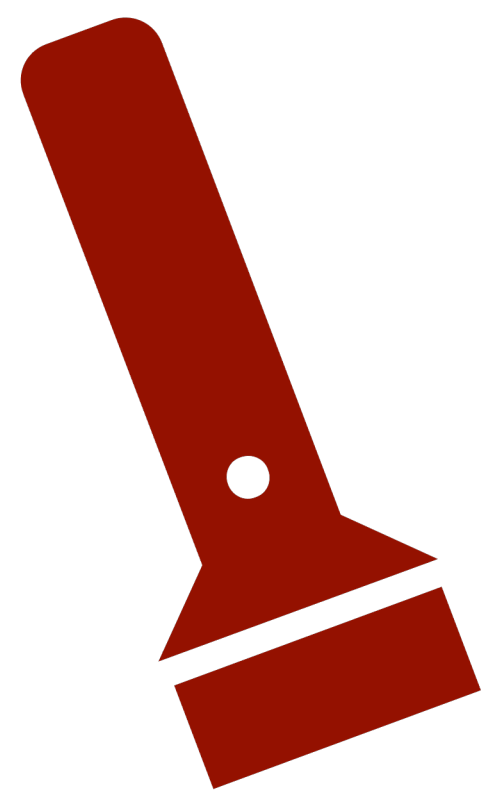
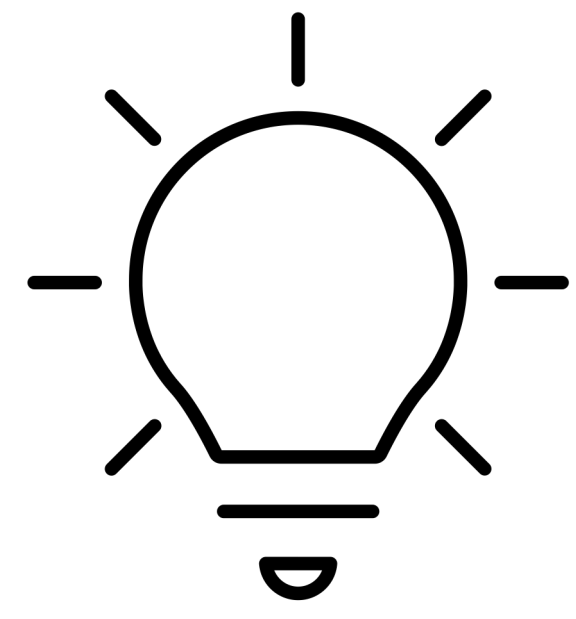




IS

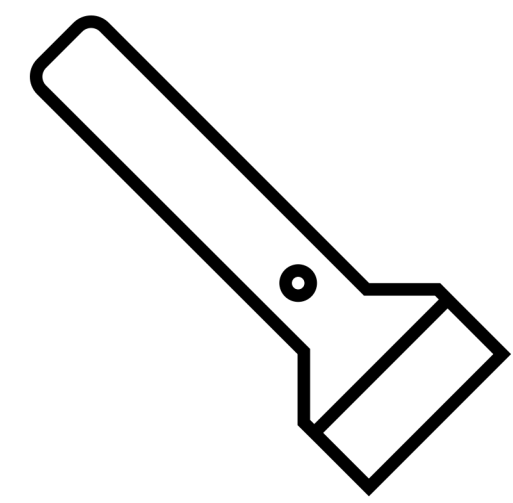
IS

Is



About this template:

This template visualises a fundamental principle of cognitive metaphor theory (Lakoff & Johnson, 1980): metaphors transfer a concrete source domain (e.g. theatre, game, war) onto a more abstract target domain (e.g. politics) — highlighting certain aspects while hiding others (highlighting and hiding). Each beam of light represents a conceptual metaphor (= a cluster of metaphors); all three are directed at the same target domain, each illuminating it differently.



How to use this template:

Each IS line records a conceptual metaphor (e.g. TOPIC IS X). The lines below collect matching examples of metaphors from the chosen material that illustrate this conceptual metaphor. The bottom line names the shared target domain towards which all three metaphors are directed.

