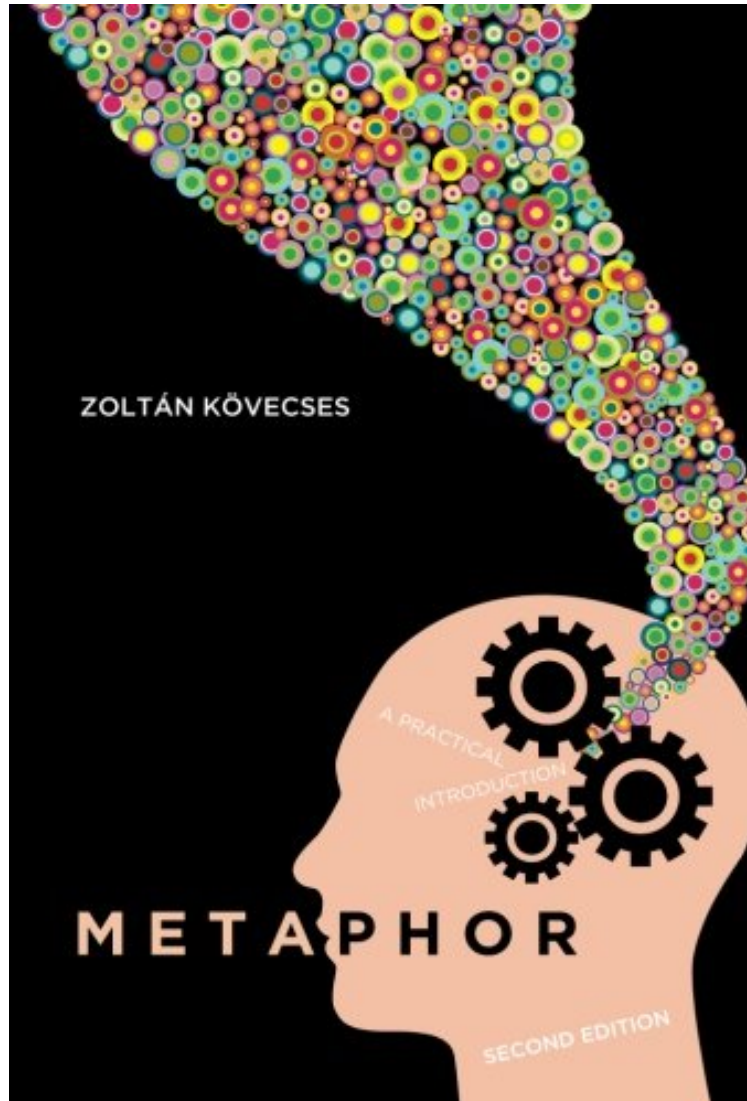


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Zoltan Kovecses

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Zoltan Kovecses : Metaphor: A Practical Introduction, 2nd Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Metaphor: A Practical Introduction, 2nd Edition:

1 of 1 people found the following review helpful. Good introductory book By Einar Polis This was a good book for somebody with engineering background wanting to get a quick overview of the current state of metaphor theory. Looks like the book has given me what I was looking for. It was easy to read, although sometimes I wished to have more details and better illustrations. Hope the author will publish 3rd edition after ten or so years, to keep us updated with latest developments in a field. Currently most efforts were put into explaining intricacies of conceptual metaphor

concept and its various applications. The book is culminating with a good introduction to conceptual blending theory. What I missed most were in-depth discussions on neural correlates, but maybe this all is still too speculative or intentionally left for non-introductory books. 1 of 1 people found the following review helpful. Excellent book on metaphor -- and metonymy. By Tucson resident A very good book for anyone who wants to know more about metaphor -- and also metonymy. 0 of 0 people found the following review helpful. Five Stars By Timothy P McBride Great ideas. Turgid prose.

Combining up-to-date scholarship with clear and accessible language and helpful exercises, *Metaphor: A Practical Introduction* is an invaluable resource for all readers interested in metaphor. This second edition includes two new chapters--on 'metaphors in discourse' and 'metaphor and emotion' --along with new exercises, responses to criticism and recent developments in the field, and revised student exercises, tables, and figures.

"An excellent introduction to conceptual metaphor, one which undergraduate students, graduate students, and general readers will find accessible yet thought-provoking. This edition has been significantly updated and improved, while retaining the features that have made it a well-loved book for students, such as clear expression, interesting exercises with a useful key, concise chapter summaries, and a very handy index of metaphors and metonymies."--Linguist List About the Author Zoltan Kvecses is Professor of Linguistics, Eötvös Loránd University, Hungary