

<<经济话语中的隐喻与意识形态>>

图书基本信息

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作者：陈敏

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内容概要

隐喻的研究从古希腊时代开始就引起众多学者的注意。

亚里士多德将隐喻定义为“把属于一事物的词用到另一事物上”。

古典传统修辞学认为隐喻是一种语言的“偏离”或“寄生”现象，独立于人类认知系统之外；其本质是对语言的“装饰”功能。

因此，隐喻研究长期停留在语言修辞的层面，处于边缘化状态。

随着20世纪80年代认知语言学的崛起，人类开始探索体验性认知在语言的形成、发展和使用过程中所起的主导作用。

倘若我们说认知语言学是研究语言上的特征如何反映人类对客观世界的认知，那么隐喻则为我们提供了阐明这一关系的生动实例。

《我们所赖以生存的隐喻》一书的出版，标志着认知隐喻理论的诞生，隐喻不再仅局限于一种话语现象，而是被提升到认知的层次。

隐喻研究从此有了质的突破，进入了跨学科、跨领域的时代。

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