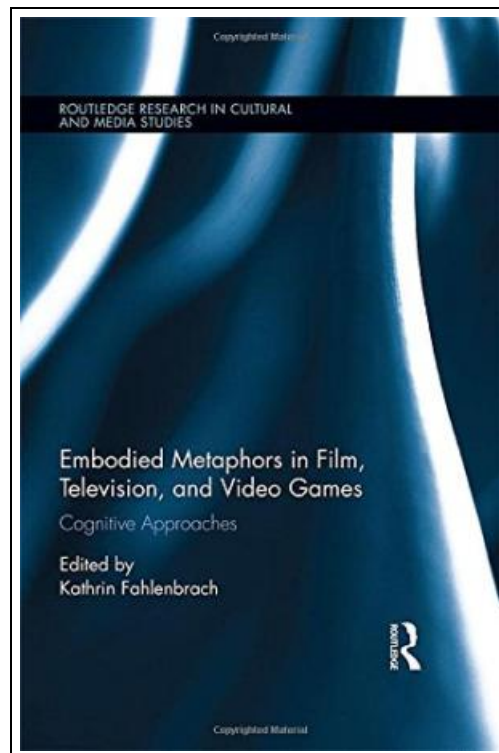


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Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. In cognitive research, metaphors have been shown to help us imagine complex, abstract, or invisible ideas, concepts, or emotions. Contributors to this book argue that metaphors occur not only in language, but in audio visual media well. This is all the more evident in entertainment media, which strategically sell their products by addressing their viewers immediate, reflexive understanding through pictures, sounds, and language. This volume applies cognitive metaphor theory (CMT) to film, television, and video games in order to analyze the embodied aesthetics and meanings of those moving images.



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