

# A cognitive approach to metaphor and metonymy related to

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## Metonymy and Metaphor in Cognitive Stylistics

### Introduction

Metonymy and metaphor are fundamental cognitive processes that shape our language, thought, and understanding of the world. In cognitive stylistics, they are studied as key stylistic devices that enhance the communicative power of language.

### Metaphor and Metonymy Theory

Metaphor refers to the figurative use of language in which one entity is represented as another. Metonymy involves a reference to an entity by naming another entity that is closely associated with it.

### Cognitive Theory of Metaphor

According to the cognitive theory of metaphor proposed by George Lakoff and Mark Johnson, metaphors are not mere linguistic devices but cognitive processes that structure our conceptual system. They provide a way of understanding abstract concepts in terms of more concrete ones.

### Metonymy and Metaphor in Psychology

In psychology, metonymy and metaphor are seen as ways of organizing and retrieving information. Metonymy helps us to represent complex concepts by referring to their parts or attributes, while metaphor allows us to make connections

between different concepts that share underlying similarities.

## **Metonymy and Metaphor in Literary Criticism**

In literary criticism, metonymy and metaphor are essential elements of literary language. Metonymy is often used to convey a sense of intimacy and immediacy, while metaphor creates connections between ideas and enriches the reader's experience.

## **Origin of Metaphor and Metonymy**

The concepts of metaphor and metonymy were first articulated by Aristotle in his treatise on rhetoric. He identified metaphor as the transfer of a word from its literal meaning to a figurative one, and metonymy as the substitution of a word for another that is closely related to it.

## **Similarities Between Metaphor and Metonymy**

Both metaphor and metonymy share the following characteristics:

- They are based on cognitive processes of association and connection.
- They enhance the communicative power of language by creating vivid images and connections.
- They can be used to express both literal and figurative meanings.

## **Metonymy and Metaphor by Jakobson**

Roman Jakobson identified metonymy and metaphor as two fundamental rhetorical figures that shape the structure of language. According to Jakobson, metonymy is based on a relationship of contiguity, while metaphor is based on a relationship of similarity.

## **Difference Between Metaphor and Metonymy by Lacan**

Jacques Lacan saw metaphor and metonymy as two distinct modes of discourse. Metaphor operates at the level of signifiers, replacing one word with another, while metonymy operates at the level of the signified, referring to one entity by naming another.

## Metaphor in Stylistics

In stylistics, metaphor is seen as a key tool for creating vivid and evocative language. It enhances the communicative power of language by allowing writers to express complex ideas and emotions in a novel and engaging way. Stylistic analysis of metaphor focuses on its cognitive, emotional, and aesthetic functions.

## Metonymy Stylistic Device

Metonymy is a stylistic device that creates a sense of intimacy and immediacy by referring to an entity through a closely associated part or attribute. It is often used to evoke a particular tone or atmosphere, or to convey complex concepts in a simple and memorable way.

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