



# A Climactic Ontology

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# Climactic Ontology

- Anadiplosis
- Gradatio
- Incrementum
- Climax

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# A Climactic Ontology

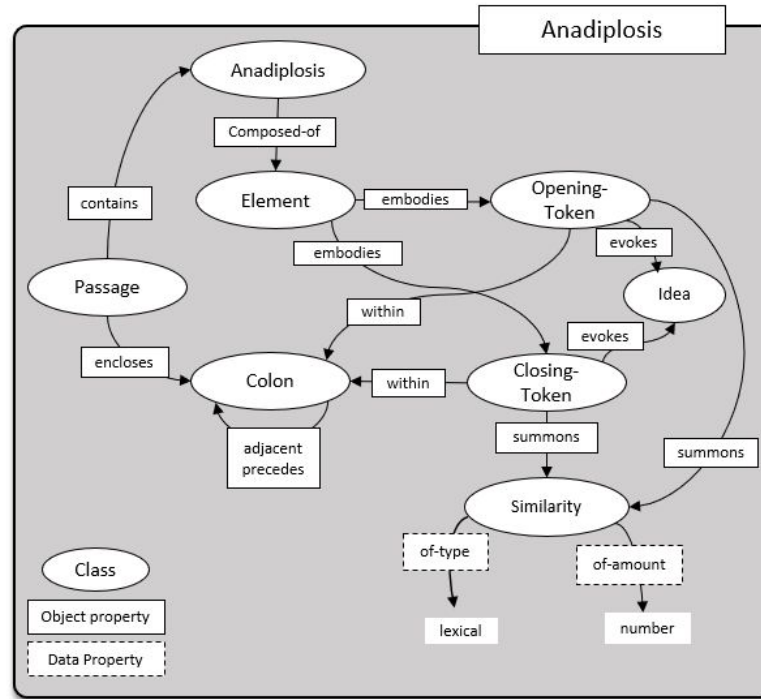
[https://artsresearch.uwaterloo.ca/rhetfig/climactic\\_ont.owl](https://artsresearch.uwaterloo.ca/rhetfig/climactic_ont.owl)



# Anadiplosis

These were men and women of science, and science had no place for racism.  
(Mandela, 1994: 504)

# Anadiplosis

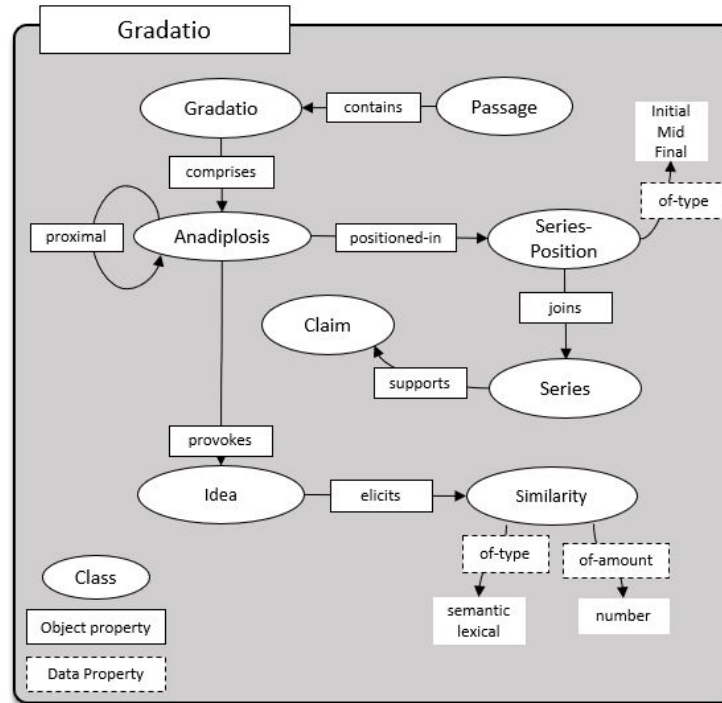




# Gradatio

Out of joy strength came, strength that was fashioned to bear sorrow;  
sorrow brought forth joy. (Baldwin 2013 [1952]:257-258)

# Gradatio



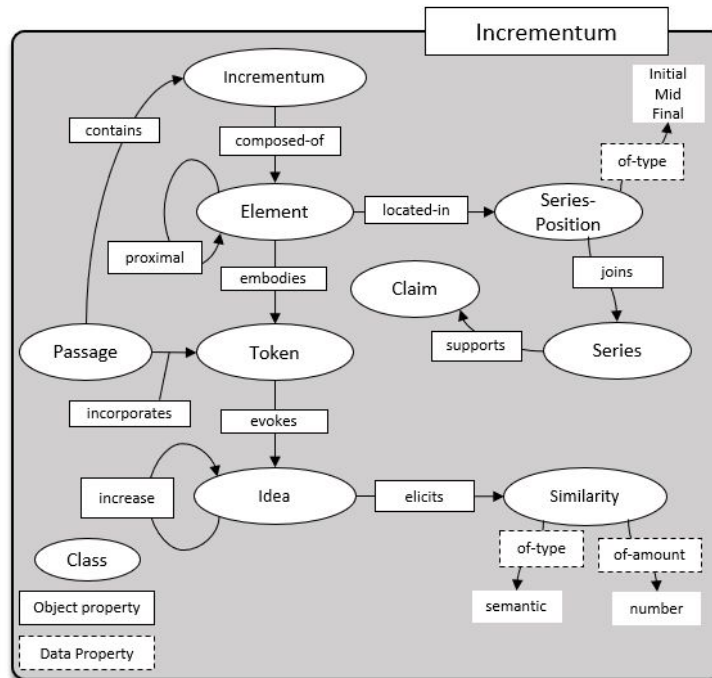


# Incrementum

Neither silver, gold, nor precious stones might be compared to her vertues.  
(Peacham 1583)



# Incrementum

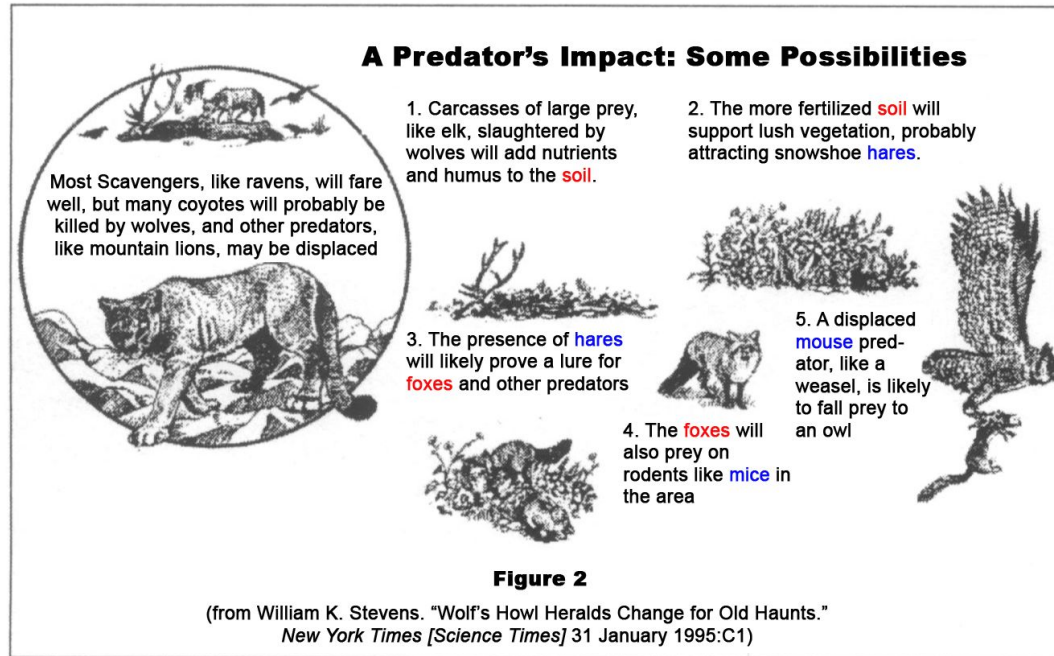




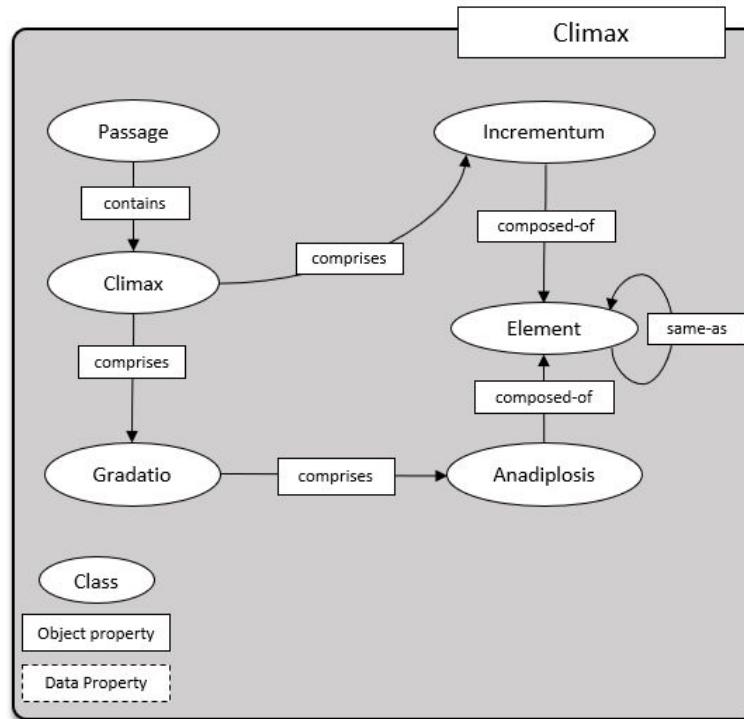
# Climax

Who controls Berlin controls Germany; who controls Germany controls Europe; who controls Europe controls the world. (Burke 1950)

# Climax (Fahnestock 1996)



# Climax



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# Gestalt Theory (Figure-Ground Principle)



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# Gestalt Theory (Figure-Ground Principle)



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# Gestalt Theory (Figure-Ground Principle)





# Figure-Ground

What are the words that stand out most in each of these examples?

- These were men and women of science, and science had no room for racism. (Mandela, 1994: 504)





# Figure-Ground

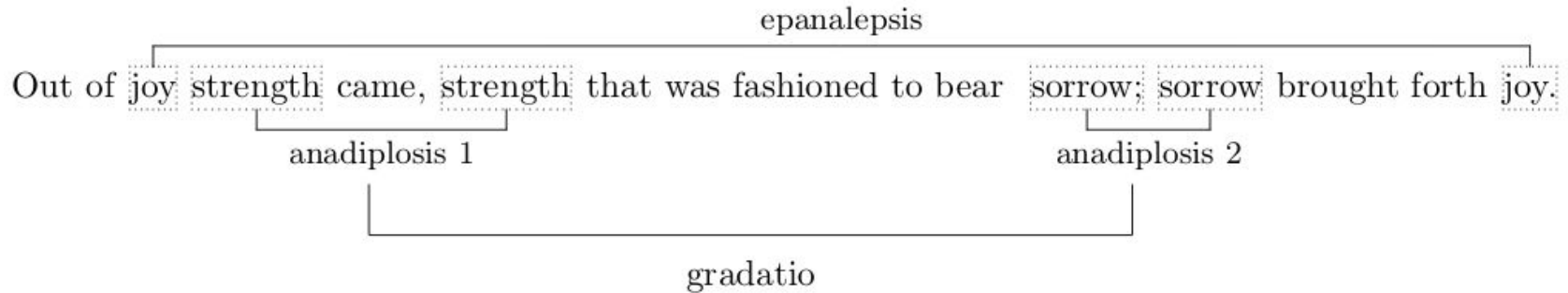
What are the words that stand out most in each of these examples?

These were men and women of science, and science had no room for racism.

anadiplosis

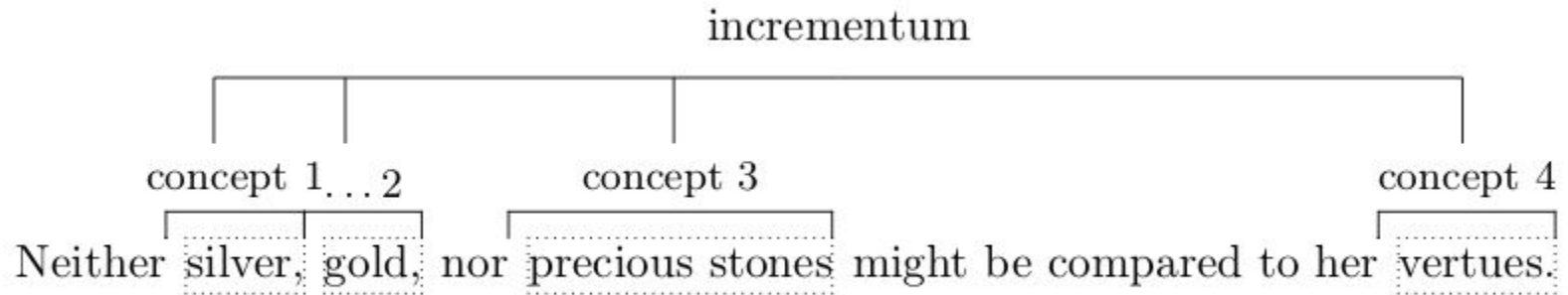
# Figure-Ground

What are the words that stand out most in each of these examples?



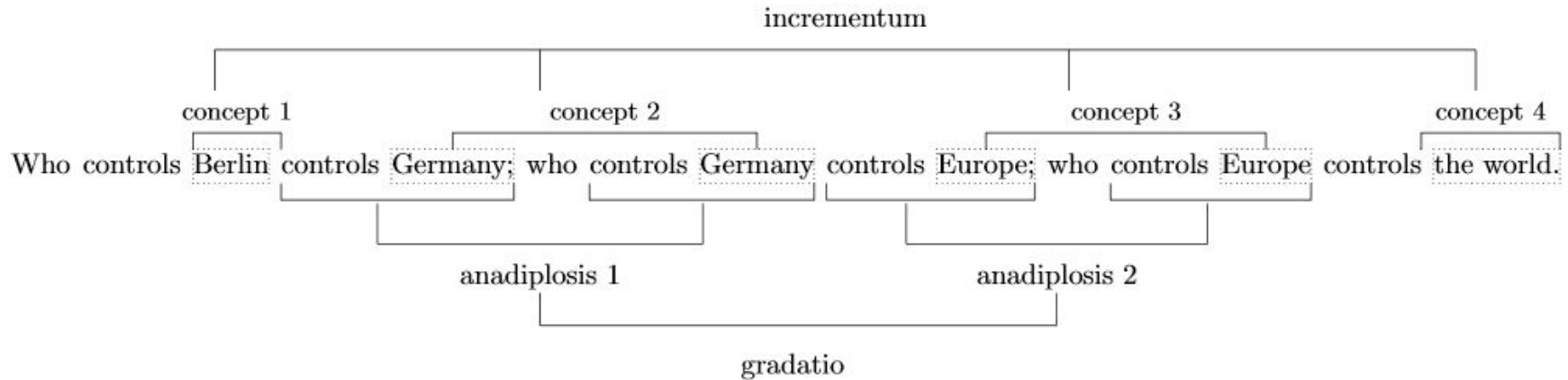
# Figure-Ground

What are the words that stand out most in each of these examples?



# Figure-Ground

What are the words that stand out most in each of these examples?





## Image Schema (Path)

- Pattern of thought
- Examples: space, time
  - Can be combined with conceptual metaphors:  
PURPOSES ARE PHYSICAL GOALS, STATES ARE LOCATIONS





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## Image Schema (Path)

- Pattern of thought
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  - Can be combined with conceptual metaphors:  
PURPOSES ARE PHYSICAL GOALS, STATES ARE LOCATIONS

Not independent ●————→ Independent



# Path

- Neither silver, gold, nor precious stones might be compared to her virtues. (Peacham 1583)

## Silver Prices Today

	Silver Spot Price	Spot Change
Silver Price per Ounce	\$16.44	-0.14
Silver Price per Gram	\$0.53	0.00
Silver Price per Kilo	\$528.56	-4.50

1 more row

**Silver Spot Prices Per Ounce Today, Live Bullion Price Chart USD**

<https://www.moneymetals.com/precious-metals-charts/silver-price>

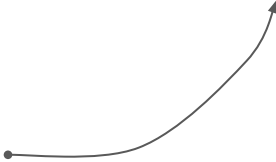




# Path

Object	Price
Silver	\$0.53/gram
Gold	\$40.49/gram
Precious stone	approximately \$33,937.50/gram
Vertues	????

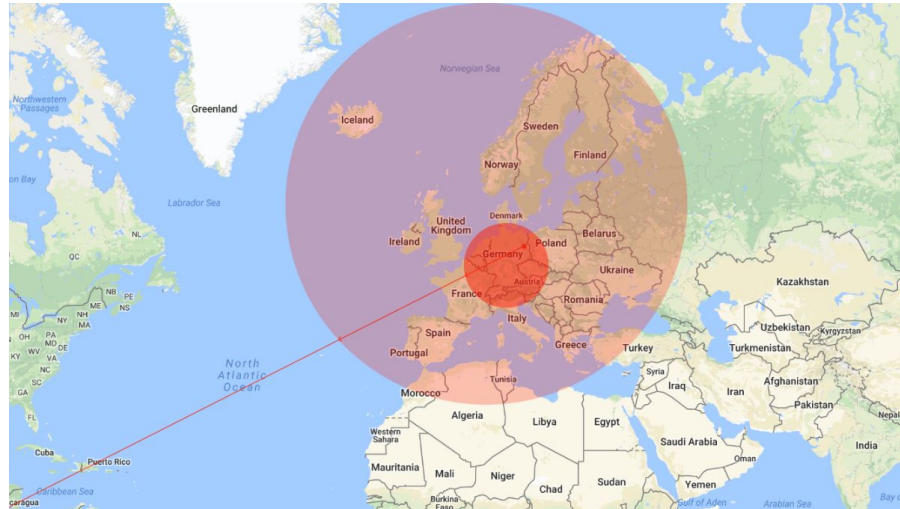
value



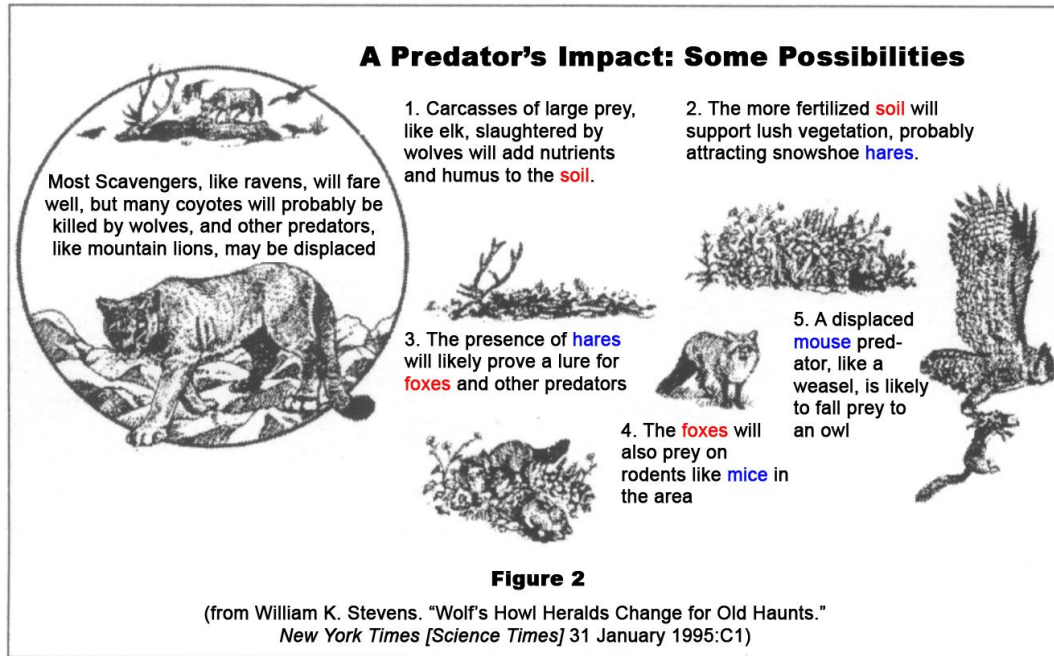
position in sentence

# Path

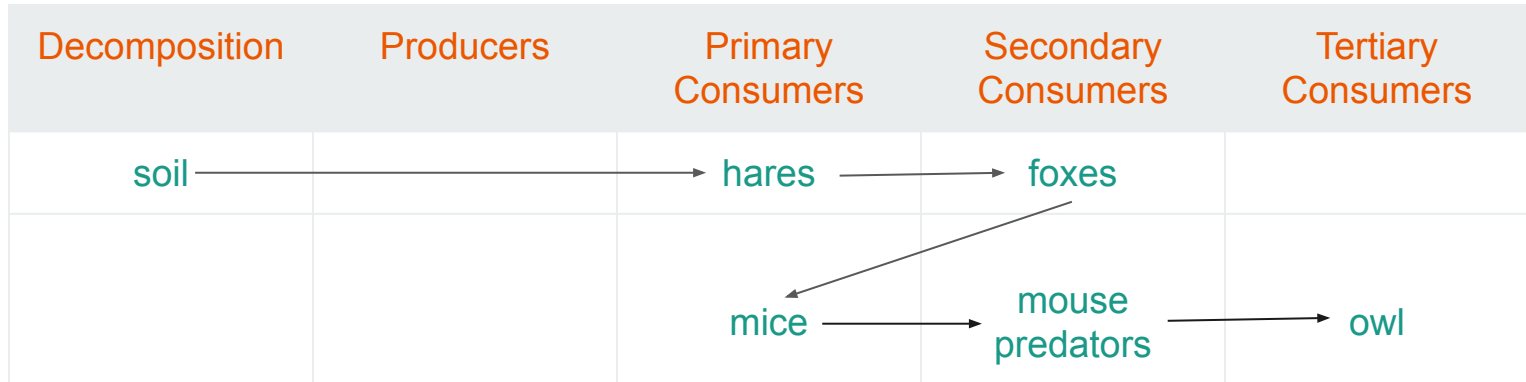
- Who controls Berlin controls Germany; who controls Germany controls Europe; who controls Europe controls the world. (Burke)



# Path (Fahnestock 1996)



# Path



# Next Steps

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# Thank you for listening!

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