



Embodied Metaphors in Film, Television, and Video Games: Cognitive Approaches (Hardback)

By -

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.



READ ONLINE
[6.39 MB]

Reviews

Absolutely essential go through book. It can be rally fascinating throug studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).

-- **Roberto Leannon**

This sort of publication is everything and made me seeking forward and much more. Better then never, though i am quite late in start reading this one. I am easily could possibly get a delight of reading through a created pdf.

-- **Quinton Balistreri**