



## I is an Other: The Secret Life of Metaphor and How it Shapes the Way We See the World

By James Geary

HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, I is an Other: The Secret Life of Metaphor and How it Shapes the Way We See the World, James Geary, According to "New York Times" bestselling author James Geary, Elvis Presley was more than just a rock star - he was also a master at metaphor. But as Geary posits in this lively and informative book on one of our most basic forms of language, metaphor does more than provide a good chorus for us to dance to. It also wholly forms how people look at and experience the world and drives invention and creativity. Although most people would assume that metaphor's only place of influence is in literature and song, as Geary argues, metaphors are found in all aspects of life from economics to neuroscience to advertising. The unusual title actually comes from Arthur Rimbaud - a man who would go on to become a businessman, financier, and explorer in the 19th century, but started out humbly as a poet. For him, metaphor was the basis of poetry and in its most simple terms, he stated, metaphor is when I is an other - a simple equation to show...



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In this brilliant book about metaphor James Geary is no less astonishing, as he deciphers the subtle implications embedded in advertising slogans, familiar slang and government double-talk. You'll scarf down every page of *I Is an Other* and then ask for more. —Michael Dirda, Pulitzer Prize-winning critic and author of *Book by Book* and *Classics for Pleasure*

For lovers of language and fans of *Blink* and *Freakonomics*, New York Times bestselling author James Geary offers this fascinating look at metaphors and their influence in every aspect of our lives, from art to medicine, psychology to the way we perceive our world, how we think, and how we act. We are all hugely influenced by metaphors. Sometimes this influence is obvious, but it can also happen well below the radar of our consciousness. Humans are highly suggestible, capable of being "primed" to react in certain ways, whether it's through framing by subtle nuances of language, or by the less subtle manipulation of metaphor engaged in by politicians, marketers, or anyone else trying to elicit a particular emotional response. Geary traces the role of metaphor across all of the domains indicated in the chapter headings. Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the way a person interacts with the world. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of our stream of consciousness. This book will open readers' eyes to the secret life of metaphor and its role in swinging elections, moving markets, and powerfully influencing daily life.

In metaphor, framing is the name of the game and our ability to swiftly swap frames increases with age. Take John Donne's famous line: No man is an island. I Is an Other: The Secret Life of Metaphor and How It Shapes the Way We See the World by James Geary.mobi I Is an Other: The Secret Life of Metaphor and How It Shapes the Way We See the World by James Geary.epub. Copyright Disclaimer: This site does not store any files on its server. We only index and link to content provided by other sites. L. Everett(1225) Super Reading Secrets by Howard Stephen Berg(1167) The Art of X-Ray Reading by Roy Peter Clark(1152) Tales of the Unexpected by Roald Dahl(1107). TOP DMCA Information Privacy Policy. Copyright 2017 ebookhunter.ch All Rights Reserved. Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the way a person interacts with the world. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of our stream of consciousness. This book will open readers' eyes to the secret life of metaphor and its role in swinging elections, moving markets, and powerfully influencing daily life. How we perceive our world, how we think, and how we act are all hugely influenced by metaphors. Sometimes this influence is obvious, but it can also happen well below the radar of our consciousness. Humans are highly suggestible, capable of being "primed" to react in certain ways, whether it's through framing by subtle nuances of language, or by the less subtle manipulation of metaphor engaged in by politicians, marketers, or anyone else trying to elicit a particular emotional response. Geary traces the role of metaphor across all of the domains indicated in the chapter headings And they shape the way we view the world. The hidden metaphors that shape our world. Breaking the ice. A thorny issue. Life's a rich tapestry. Our everyday speech is littered with metaphors. (See what we did there?) Or as the poet Paul Muldoon put it "The impulse to find the likeness between unlike things is very basic to us." But metaphors aren't just for poets. But dig a little deeper and you'll see even the way we think about time is metaphorical. We move through it, travellers on a path, with the future up ahead and the past behind us. The American linguist, George Lakoff, called these orientational metaphors. Take the idea of up and down. He's at the peak of health. He fell ill. Crime is another area full of metaphor. We have crime waves. The criminal underworld. You see, there's this other book, Metaphors We Live By by George Lakoff (Mark Johnson is listed as a second author on my edition, published in 2003, and presumably a reworking of the original 1979 version by Lakoff). James Geary has done me (and the rest of the world) an enormous favor, essentially by writing the book that L & J should have written in the first place. Key concepts are introduced and identified as such. How we perceive our world, and how we think are hugely influenced by metaphors. Sometimes this influence is obvious, but it can also happen well below the radar of our consciousness. When things are trending upward, the kind of metaphor used will generally attribute agency to the market - "The NASDAQ climbed 20 points" - as if of its own volition.

If you think of metaphor as merely a device used in literature, think again. James Geary delves into the realms of behavioural economics, psychology, and neuroscience to present a fascinating insight into metaphor's role in our world. His book, *I Is an Other*, explores the role of metaphor in human language, creative thinking, and more. You will never look at a metaphor the same after reading this. You might start spying metaphors everywhere. Oh look, there's one in the previous sentence! *I Is an Other* is arranged in thirteen easily digestible chapters, each given a straightforward descriptive better way to describe the relative animation of metaphors would be to classify them like volcanoes. (Elvis would no doubt approve.) Active metaphors are those still bubbling with figuration, as in early twentieth-century artist and author Wyndham Lewis's definition: Laughter is the mind sneezing. Dormant metaphors, which tend to petrify into clichés, are those whose figurative nature slumbers just below the surface, as in the expression: We're getting in over our heads. Extinct metaphors are those whose metaphorical magma will never rise again, as in the phrase: I see what you mean. Like. Com Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the way a person interacts with the world. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of our stream of consciousness. This book will open readers' eyes to the secret life of metaphor and its role in swinging elections, moving markets, and powerfully influencing daily life. *How It Shapes the Way We See the World*. JAMES GEARY. Reality is a cliché from which we escape by metaphor. Metaphorical thinking—our instinct not just for describing but for comprehending one thing in terms of another, for equating I with an other—shapes our view of the world, and is essential to how we communicate, learn, discover, and invent. Metaphor is a way of thought long before it is a way with words. Our understanding of metaphor is in the midst of a metamorphosis. Metaphor lives a secret life all around us. We utter about one metaphor for every ten to twenty-five words<sup>7</sup>, or about six metaphors a minute<sup>8</sup>. Sound like a lot? Too many, perhaps? A quick look at some representative language samples shows just how popular metaphor is. Other. *The Secret Life of Metaphor and How It Shapes the Way We See the World*. JAMES GEARY. Reality is a cliché from which we escape by metaphor. —WALLACE STEVENS. Contents. Metaphorical thinking—our instinct not just for describing but for comprehending one thing in terms of another, for equating I with an other—shapes our view of the world, and is essential to how we communicate, learn, discover, and invent. Metaphor is a way of thought long before it is a way with words. Our understanding of metaphor is in the midst of a metamorphosis. For centuries, metaphor has been seen as a kind of cognitive frill, a pleasant but essentially useless embellishment to normal thought.

You see, there's this other book, *Metaphors We Live By* by George Lakoff (Mark Johnson is listed as a second author on my edition, published in 2003, and presumably a reworking of the original 1979 version by Lakoff). James Geary has done me (and the rest of the world) an enormous favor, essentially by writing the book that L & J should have written in the first place. Key concepts are introduced and identified as such. How we perceive our world, and how we think are hugely influenced by metaphors. Sometimes this influence is obvious, but it can also happen well below the radar of our consciousness. When things are trending upward, the kind of metaphor used will generally attribute agency to the market - "The NASDAQ climbed 20 points" - as if of its own volition. Along the way, he demonstrates how metaphor affects financial decision making, how metaphor lurks behind effective advertisements, how metaphor inspires learning and discovery, and how metaphor can be used as a tool to achieve emotional insight and psychological change. Geary also explores how a life without metaphor, as experienced by some people with autism spectrum disorders, significantly changes the way a person interacts with the world. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of our stream of consciousness. This book will open readers' eyes to the secret life of metaphor and its role in swinging elections, moving markets, and powerfully influencing daily life. Geary takes readers from Aristotle's investigation of metaphor right up to the latest neuroscientific insights into how metaphor works in the brain. Romeo's exclamation "It is the East, and Juliet is the sun!" may be one of the most well-known metaphors in literature, but metaphor is more than a device of love-struck poets. As Geary demonstrates, metaphor has leaped off the page and landed with a mighty splash right in the middle of the stream of consciousness. Witty, persuasive, and original, *I Is an Other* explores metaphor's effects on financial decision making, effective advertising, leaders... James Geary is the author of Geary's *Guide to the World's Great Aphorists* and the New York Times bestseller *The World in a Phrase*.