



## Conceptual Metaphors of Romantic Love in Western Comic and Japanese Manga

By Maria Schnyder

GRIN Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 297x210x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Communications - Broadcast and entertainment, grade: 1,0, University of Groningen (Faculty of Arts), course: Language, Communication and Culture, language: English, abstract: According to Lakoff and Johnson (1980), metaphors involve a mapping of a tangible source domain on an intangible target domain and enable therefore the expression of concepts difficult to verbalise as such. ROMANTIC LOVE is one of these concepts. Indeed, romantic love is commonly thought of as a mysterious emotion which it is notoriously difficult to pin down. [ ] Various authors in various disciplines have expressed the view that this is a concept that is difficult to grapple with and define (Kövecses, 1986). By analysing the conceptual metaphors used to describe ROMANTIC LOVE in conventionalised language, Kövecses succeeded to describe the constituents and structure of this concept. Kövecses research on the concept of ROMANTIC LOVE and the cultural variation of metaphor is based exclusively on verbal evidence. As Charles Forceville (2005:69) acknowledged, in the interest of enriching insights into ideological conceptual metaphors, non-verbal and multimedial representations...



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