Metaphor as a Technique in Therapy

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Abstract

In elementary school, we discover that a metaphor is a decorative linguistic device just for poets. But now that we know, it's also a crucial tactic that individuals employ to understand the universe, from fundamental ideas like time and causation to the most pressing societal challenges today. Metaphor is the use of language to refer to something other than what it was originally intended for, or what it "literally" means, in order to suggest a similarity or establish a connection between the two. People do not identify metaphors as relevant in their decisions, according to a study on metaphor and its effect on decision making; instead, they refer to more "substantive" (typically numerical) facts as the basis for their problem-solving decision. Every day, metaphors saturate our lives via language, cognition, and action. They argue that our conceptions shape our views and interactions with others and that concepts define our reality. Metaphor is thus a highly helpful tool for both describing our experiences to others and forming notions for ourselves. In therapeutic contexts, their shared goal appears to be twofold. The cognitivist approach to metaphor regards it as one of the fundamental foundations of human communication. The benefits and disadvantages of utilizing the metaphor differ depending on the target domain that the metaphor portrays. The challenge of creating messages and surroundings that affect customers' notions of abstract ideas in a variety of industries, including health, hospitality, romance, and money, has been studied for decades in marketing

and consumer psychology. The aim of this study is to examine through a systematic literature review the role of the metaphor in communication and in advertising. This study offers a selected analysis of this literature, concentrating on research on customer attitudes and product appraisal. The analysis of the data identifies potential research questions. With theoretical and applied implications for marketing, design, and persuasion, this study sheds light on how, when, and for whom metaphoric communications are powerful.

Keywords: metaphor, communication, advertising, cognition, action.

Introduction

Metaphor is the use of language to indicate a likeness or build a connection between two things that are not the same as each other or what it "literally" means. According to a study on metaphor and its impact on decision making, people do not consider metaphors to be important when making judgments. Instead, they base their decisions on more "substantive" (usually numerical) information. Language's "dreamwork," metaphor, is interpreted in a way that is just as much a reflection of the interpreter as it is of the original. Dream interpretation necessitates collaboration between a dreamer and a walker, even if they are the same person, and the process of interpretation is a work of the imagination in and of itself. Understanding a metaphor is thus as much a creative process as creating one, and is as little guided by rules. Except in a minor way, these observations do not separate metaphor from more normal language transactions: all communication through speech requires the interaction of innovative production and inventive construal. What metaphor brings to the ordinary is an achievement that does not rely on the ordinary's semantic resources. There are no rules for creating metaphors, no manual for identifying what a metaphor "signifies" or "says," and no taste test for a metaphor.

A metaphor implies some level of creative achievement; there are no bad metaphors, just as there are no bad jokes. Given the abundance and seeming diversity of metaphorical statements, a student of the topic might benefit from some commonly recognized classification in making even the most basic distinctions: However, he is currently in a worse position than any biologist before Linnaeus. The only fixed classification is based on the trite dichotomy (sometimes represented figuratively) of "dead" and "living" metaphors. This is no different from seeing a corpse as a particular instance of a person: A so-called dead metaphor is nothing more than a term that no longer has a pregnant metaphorical function. A poor metaphor might be compared to a bad joke or an unilluminating philosophical epigram: one interprets the unsuccessful or failed language activities in terms of what would be humorous, illuminating, or whatever. However, although all jokes are designed to be humorous and fail to be so, not all metaphors strive for strength, and some may be no worse for

it. Metaphors are not simply literary techniques, but also cognitive devices. They may create a mental image in the public's mind when none previously existed, as well as remodel and update our collective mental representations of societal concerns. We may increase our influence by using them appropriately in our social change messages (Coulter & Zaltman, 2003). The purpose of this study is to investigate, via a thorough assessment of the literature, how metaphors function in both communication and advertising. This study provides a curated analysis of this literature with a focus on studies on consumer attitudes and product evaluation.

How Metaphors Influence our Decisions

In these days and age of information overload, one of the first things individuals do after waking up is to check the headlines. Digital natives consume information by scrolling over overfeeds. Slower people pour coffee and open computers. Even most Luddites can unroll a paper newspaper in under one hour. Metaphors, broadly defined, employ context to emphasize a word's abstract meaning while muting its extraneous concrete qualities. We always employ metaphors, despite their affiliation with authors and poets. Why don't we notice metaphors if they're so common? Why are we so reliant on them? We comprehend them differently when we are familiar with them. Words are often polysemous, meaning they have multiple connected meanings, yet we easily settle on the proper sense based on the situation in which we meet them. For example, if a person is familiar with cheetahs and humans, they will realize that "run" suggests a different type of motion when referring to one species than the other, and no motion at all when referring to a refrigerator (Bowdle & Gentner, 2005).

A metaphoric meaning becomes conventionalized and interpreted like any other after frequent exposure. A newly created metaphor is more noticeable since it necessitates additional cognitive exertion to deduce its meaning. A listener must quickly identify whether semantic characteristics of a metaphorically expanded word are contextually relevant and disregard those that are not. If the headlines of tomorrow said, "The rich lope through the recession," efficient readers would suspend their customary connection of a loping stride with quadrupeds (Cardillo, McQuire & Chatterjee, 2018). The unusual agent of the verb (the rich) would signal against that habitual commitment, and the subsequent object (recession) would further narrow the verb's relevant qualities, limiting its interpretation to implying the 1 percent's casual comfort rather than their true walk. Applying these contextual limitations may require greater work for those who are unfamiliar. The feature-selection process necessitated by fresh metaphors places additional demands on our brain's left-lateralized language network and semantic control centers in the bilateral prefrontal cortex. This transition in cognitive and neurological processes is known as "the metaphoric career." Most metaphors we see daily are long-term, committed workers who are so dependable that we take their valuable job for granted. Some metaphors serve both aesthetic and cognitive purposes. Of course, authors utilize them in fiction

and poetry to artistically communicate ideas, elicit empathy, and engage through imagery. Aesthetic concerns apply to ordinary speech and writing as well. When used correctly, metaphors may attract more attention than simple, literal statements, increasing subtlety and tone (Jamrozik, McQuire, Cardillo & Chatterjee, 2016).

Use of Metaphor in Advertising

Despite advancements in standard mixed method research techniques that have improved our ability to gather timely, valid, and solid data, as well as truly comprehend and analyse the information, advertising professionals continue to investigate and test alternative methods. Visual metaphors are frequently utilized to communicate advertising and marketing messages (Boozer et al., 1991). Clinique lipstick, for example, used a picture of a glass of soda in its advertisement to claim that the lipstick is cool and fresh (Scott, 1994); Dexter shoe advertisement included a picture of a bed to imply that the shoe brand is as comfortable as a bed; and Reflex sports racquet advertisement included an image of a shark to claim that the racquet will help one become a fierce and aggressive competitor (Phillips & McQuarrie, 2004). Phillips and colleagues examined rhetorical style in US magazine advertising from 1954 to 1999. According to McQuarrie (2002), different rhetorical figures, including visual metaphors, were common throughout the era and have risen in frequency throughout time. Two significant aspects of visual metaphor are rhetorical metaphor and visual modality. A metaphor is a rhetorical technique in which two distinct items are compared, and the characteristics of one object are transferred to the other as a result of the comparison (Sopory & Dillard, 2002). Visual metaphors are comparable to verbal metaphors, but they may also be classified as visual reasoning since they use the grammatical framework of visual persuasion (Messaris, 1997). In other words, rather than vocally describing two things or concepts that are analogically related, visual metaphors commonly juxtapose two visuals without supporting verbal explanations.

Thus, visual metaphors are more implicit and sophisticated than verbal metaphors, allowing for several interpretations (McQuarrie & Mick, 1996; Phillips, 2000). Both metaphorical rhetoric and visual argumentation, which may be classified as implicit argumentation, are likely to boost audiences' cognitive elaboration when processing the message, potentially leading to higher persuasion. Visual metaphors in messaging can be persuasive due to the metaphorical nature of the language. A meta-analytic analysis of metaphor literature found that metaphorical arguments can be more convincing than literal ones (Sopory & Dillard, 2002). The relative effectiveness of metaphorical rhetoric vs literal argumentation has been explained by three primary categories of explanations: cognitive, emotional, and motivational processes. First, cognitive explanations need greater information organization, idea elaboration, and cognitive resource mobilization. When presented with a metaphor like "words like a sword," people equate sword with notions like "sharpness" and "may injure," which are then related to the concept of "words." Gentner's concept of structure mapping

proposes that metaphors convey a structural map of interrelated concepts based on relational concepts, (e.g., These semantic associations embedded in metaphorical messages necessitate greater mobilization of cognitive resources, eliciting greater thought elaboration. Petty and Cacioppo (1986) Second, metaphorical messaging have the potential to impact viewers through emotional processes such as a favorable attitude toward the advertisement and/or motivating processes such as improved source credibility. In terms of emotional processes, metaphors can lead to increased persuasion, which is mediated by a favorable attitude toward the advertisement. According to metaphor studies, metaphorical messages can cause positive affect such as pleasure due to tension and relief processes (Bowers & Osborn, 1966; MacKenzie et al., 1986), in which (a) ad attitudes influence brand attitudes both directly and indirectly through their effects on brand cognitions, and (b) brand attitudes, in turn, affect purchase intentions. Third, a motivating explanation for the impacts of metaphor concerns message receivers' perceptions of the legitimacy of the source. Thus, metaphors may increase persuasion through good appraisals of the communication source by message receivers.

Use of Metaphor in Therapy

In the past, the therapist has typically been in charge of how metaphors are used in clinical practice (Bergman, 1985). In this work, we look at both implicit and direct metaphors related with narrative therapy that, when employed carelessly, might lead to disempowerment. These modalities include art therapy, play therapy, letter writing, journaling, audio and videotaping, and psychodrama. As a result, the definition of metaphor is implied by its roots, which also indicate "anything that passes from one to the other, so extending or introducing new meaning." The fundamental benefits of metaphor in therapy include the ability to convey meaning, connect disparate ideas, and push the mind to consider novel possibilities. According to Schön (1979), metaphor in the therapeutic context can refer to "a certain kind of product a perspective or frame, a way of looking at things—and to a certain kind of process by which new perspectives on the world come into existence." (p. This paper will focus on the concept of metaphor happening at various levels in therapy. The implicit metaphor is the metaphor that structures the frame of reference for therapy, such as "therapy is problem-solving" or "the family is a system." The second method is to use metaphor directly, to introduce metaphor as content in therapy and as a revisioning process with the client.

Throughout history, stories meant to inspire growth or change have used metaphor, the Greek word for transfer, to do so. Examples include biblical parables, myths, legends, and fairy tales (Campbell, 1988). One factor contributing to metaphor's enormous appeal as a tool for inspiring growth and change is that it enables the communication of new information and concepts utilizing the learner's own frames of reference (Langer, 1948). By comparing an apparently unknown concept to something the learner already understands, metaphors familiarize the unfamiliar,

making new material seem less intimidating and easier to understand (Campbell, 1988). Metaphors also enable people to attribute the effect to language by evoking previous emotions. Furthermore, Langer (1948) claimed that the metaphoric process of thinking about and describing one thing in terms of another helps people come up with new ideas. It is not surprising that counselors have used metaphor as a therapeutic tool for decades due to its utility in conveying thoughts and feelings and eliciting growth and change (Barker, 1985; Barnat, 1977; Gordon, 1978; Martin, Cummings, & Hallberg, 1992).

Sigmund Freud (1965), Carl Jung (1961), Milton Erikson, and Carl Rogers (1942), among others, have argued in favor of the use of metaphors by counselors to promote the growth and development of their clients. In their analysis of the therapeutic metaphor literature, Lyddon, Clay, and Sparks (2001) noted that metaphors offer a method for counselors to use in a number of therapeutic functions, including (a) developing relationships with clients, (b) accessing and symbolizing client emotions, (c) revealing and challenging tacit client assumptions, (d) working with client resistance, and (e) introducing new frames of reference. According to S. B. Kopp (1971), therapists who are aware of and employ metaphors in their sessions enable clients to "shine a new light on the character of what is being recounted." Recently, metaphor has been extended to the practice of clinical supervision, which is an essential component of successful counselor training and lifelong development (Bernard & Goodyear, 1998). In their analysis of the supervision literature, Bernard and Goodyear noted that metaphors have the potential to help supervisee growth, but they also pointed out that many supervisors are not used to using metaphors or metaphoric activities in the supervisory session. As stated by Bernard and Goodyear, supervisors who aren't familiar with metaphors can nevertheless be effective by utilizing metaphors and metaphorical exercises created by other supervisors. This article's goal is to provide clinical supervisors with a summary of the many metaphoric activities that can be employed to aid supervisee growth. In addition, we evaluate the research on the use of metaphors in supervision to (a) describe the benefits and drawbacks of these strategies and (b) recommend areas for further investigation.

Disadvantages of Using Metaphors

The PARC definition of the GUI included several elements like windows, buttons, mouse, icons, metaphors, and pulldown menus. The notion that metaphors offer a solid foundation for user interface design, in particular, is a rather deceptive one. It's like worshiping 5.25" floppy diskettes because they previously contained so much amazing software. The Apple Macintosh was the first commercially successful application of the PARC GUI, with its desktop metaphor, wastebasket metaphor, overlapping sheets of paper metaphor, and file folder metaphor. The analogies were little more than fine paintings on the walls of a well-designed home. Metaphors do not scale well.

A metaphor that works well for a simple process in simple software may fail when the process develops in size or complexity. Metaphors are understood intuitively. This method's drawback is that it relies on the creaking, cantankerous, idiosyncratic human mind, which may lack the essential language, knowledge, or inferential capacity to establish the link. Metaphors are not as trustworthy as comprehension. Sometimes the magic works, and sometimes it doesn't. The metaphor paradigm's intuition occurs without understanding the software's mechanics; therefore, it is a step ahead of the technology paradigm, but its power and utility have been exaggerated to absurd levels. You quickly understand how to use a wastebasket symbol because you took the time to learn how to use a real wastebasket, training your mind to make the link years later. This leads us to the idiomatic paradigm, which is founded on the assumption that the human mind is an extremely strong learning machine and that learning is not difficult for humans (Cooper, 1995). The downsides are that metaphors violate cultural conventions, they apply design concepts that are in contradiction, and it might impose on designers how to perceive an issue. Moreover, they discourage users from using computers without using metaphors and restrict the designer's inventiveness and occasionally leads to the usage of substandard current designs in new goods (Rogers et al 2011).

Discussion

The idea that metaphors in natural language mimic how people think is expressed in the argument that metaphors reflect underlying conceptual representations. This is a more process-oriented approach to the metaphor that investigates how individuals use metaphors to learn about new concepts, make judgments about difficult topics, and influence others (Thibodeau, Hendricks, & Boroditsky, 2017). Think about spatiotemporal metaphors. It stands to reason, then, that Mandarin speakers are more likely to use time-moving metaphors in laboratory tasks than English speakers, who tend to use ego-moving metaphors, while Mandarin-English bilinguals use the two metaphors fairly evenly (Lai & Boroditsky, 2013) People naturally use patterns of metaphor from their home language when speaking and thinking, and they adapt when learning new languages by utilizing new metaphors from those languages. 2010's Kövecses; 2017's Winter & Matlock Research on metaphor framing is becoming more and more prominent, in addition to cross-linguistic metaphor studies. In metaphorical framework studies, participants are often presented with a brief description of a target organization, such as crime, immigration, or terrorism, and one or more metaphorical (and sometimes non-figurative) frameworks, before makeing a judgment or give an opinion. Steen, Reijnierse and Burgers criticized this study in a 2014 paper abstract concepts such as relationships and emotional experiences (such as romantic relationships). Above all, metaphors allow us to think and discuss abstract and subjective events.

Literal language is inextricably linked to the sensory world. Metaphors broaden our thinking to include the intangible intellectual, emotional, and spiritual aspects of

human experience. They broaden one's thinking, extend one's imagination, and improve interpersonal understanding.

The metaphor's usefulness and frequency belie its cognitive difficulty. Metaphor is one of the final language abilities learned throughout development. Such a versatile cognitive tool necessitates the involvement of several brain subsystems. The prefrontal cortex, one of the last brain areas to develop and the first to demonstrate age-related loss, is thought to govern the fluid coordination of this neuronal activity. The ability to think metaphorically appears crucial to our minds' unusually abstract and flexible nature but it also looks particularly sensitive to neurological damage and illness. In language, like in life, what is most dear to who we are may be the most difficult to appreciate (Lawley & Tompkins, 2000).

Conclusion

The objective of the study was to study the role of metaphor in communication as well as its role in advertising. A metaphor, as the study found, is a verbal image that describes an item or activity in a way that is not technically correct, but helps clarify a concept or establish contrast. Metaphors are common in everyday discourse. Metaphor is known for helping people understand complex ideas, communicate effectively, and influence others. Metaphors are not just pictures of words but can actively shape our thoughts, feelings, and behaviors. Metaphor produces images that are more responsible and understandable than literal language because it allows the author to convey vivid images beyond the literal. The use of metaphors in writing helps writers convey emotions and impressions more effectively by stimulating the reader's imagination. The function of metaphor is to explain how it is easier for us to understand and remember than metaphorical language because it captures our imagination. We draw the conclusion that metaphor makes the right hemisphere of the brain, which controls our mental images, active from a systematic study of literature. Overall, individual distinct approaches to common metaphors have proven to be instructive for expanding the literature on metaphors and understanding how people are different. Future studies should focus on reviewing how different personalities use metaphor, and how it affects mental images. Furthermore, studies should include the correlation between metaphor use in therapy and its impact on patient mental health and general wellness.

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