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 TIME IS MONEY Conceptual Metaphor Theory
 A conceptual metaphor—also known as a generative metaphor—is a metaphor (or figurative comparison) in which one idea (or conceptual domain) is understood in terms of another. In cognitive linguistics, the conceptual domain from which we draw the metaphorical expressions required to understand another conceptual domain is known as the source domain. Definition and Examples of a Conceptual Metaphor
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most recent linguistic approach to literature is that of cognitive metaphor, which claims that metaphor is not a mode of language, but a mode of thought". Donald Freeman. A convention is to write conceptual metaphors in small capital letters, e.g. time is money , with the target domain (idea being referred to) first, here "money," and the source domain (terms used to refer to it) second. Conceptual metaphor - Simple English Wikipedia, the free ... In the Western world, time is money is one of the most well-known conceptual metaphors, known not only by linguists or cognitivists, but also in business and in everyday life. Time is a valuable commodity, like money, which we spend, save, waste, and even try to borrow or lend. With regard to other parts of the world, Lakoff and Johnson claim that "the Westernization of cultures throughout ... Time is money - everywhere? Analysing time metaphors ... In cognitive linguistics, conceptual metaphor, or cognitive metaphor, refers to the understanding of one idea, or conceptual domain, in terms of another. An example of this is the understanding of quantity in terms of directionality (e.g. "the price of peace is rising") or the understanding of time in terms of

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