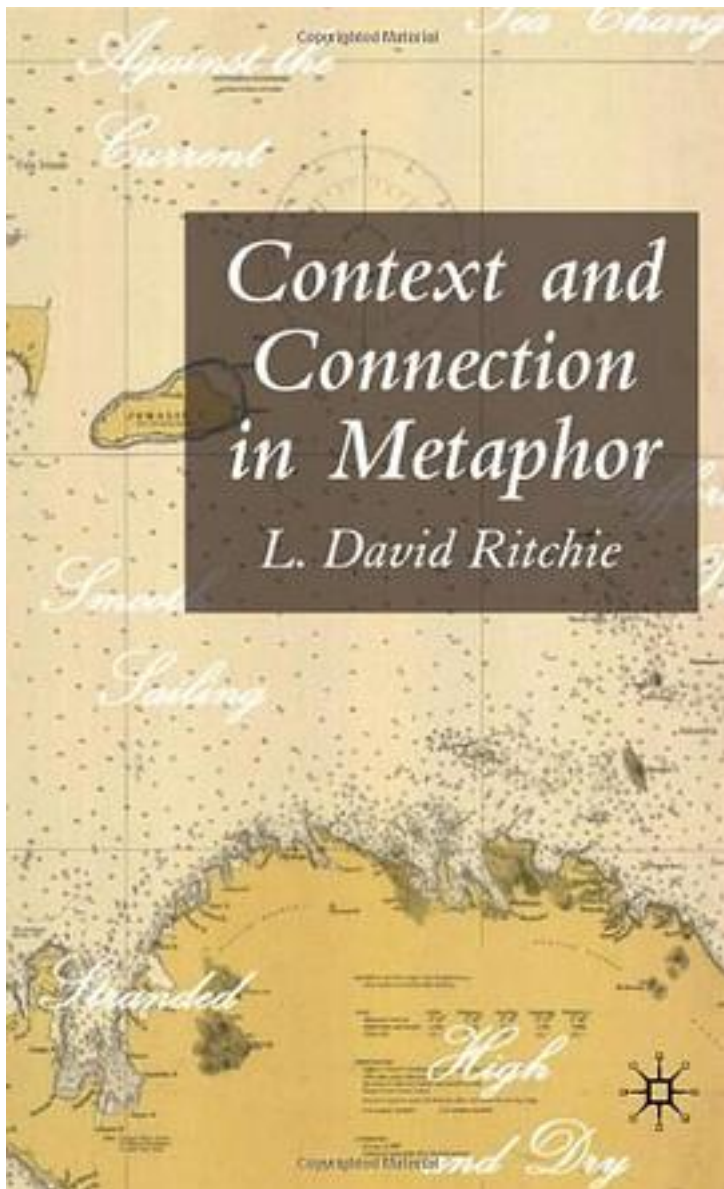


# Context and Connection in Metaphor



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How do people understand metaphorical language? How do metaphors affect the way people experience their social interactions? Do people always interpret metaphors? Does a metaphor necessarily have the same meaning to different people? Can a commonplace metaphor affect the way people think even if they don't interpret it? Why does it matter how people interpret metaphors? In this book, Ritchie proposes an original communication-based theory of metaphor that answers these and other questions about metaphors and metaphorical language.

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