



周口师范学院

毕业论文(设计)

题目：浅析思维导图在初中英语阅读
教学中的应用

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2023年5月5日

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**A paper submitted in fulfillment of the requirements of the
degree of Bachelor of Arts**

**College of Foreign Languages
Zhoukou Normal University**

May, 2023

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摘要

商务谈判的过程是谈判者围绕双方经济利益，而语用策略是商务谈判的重要语言工具，对商务谈判的顺利开展和谈判目的的达成有重要意义。从语用策略在商务谈判中的具体应用着手，运用文献分析法和案例分析法，对语用策略下合作原则，礼貌原则，委婉原则和模糊用语原则的概念进行了梳理，结合案例对其在商务英语谈判中的具体应用进行分析，以此阐明语用策略在商务谈判中的重要性和意义，旨在为从事商务谈判活动的人员提供理论参考。

关键词：商务谈判；语用策略；合作原则；礼貌原则；幽默原则

Abstract

The mechanism of metaphor is actually the nucleus of the study of metaphor. For more than two thousand years, metaphor was viewed as a device of rhetoric, an attachment to language...

Key words: metaphor; collocation; terms

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I. Introduction

The study of metaphor has long been with us and the focus of the study is the mechanism of metaphor. It is the most significant and indispensable part of the study. For more than two thousand years, the study is carried on mainly from the perspective of rhetoric, viewing metaphor as a device of rhetoric, an embellishment of language. The representative of the theories in this long period is Aristotle's Comparison Theory and Quintilian's Theory of Substitution. Because metaphor is not only a rhetorical phenomenon, but also one of cognition, the interpretation force of these theories is very limited. In 1936, I.A. Richards put forward Interaction Theory. Later Max Black made an elaboration of the work of his. Interaction Theory claims that metaphor is a cognitively irreducible phenomenon that works not at the level of word combination, but much deeper, arising out of the interaction between the conceptual structures underlying the words. But the ones who really turn the study of metaphor to a new page are George Lakoff and Mark Johnson. The mark of this change is the publication of the book named *Metaphors We Live By*. The theory of Lakoff and Johnson's is Conceptual Metaphor Theory. As these scholars regard metaphor as the creation of similarity, their theories concentrate on how the similarity is created and how the new meaning is produced though their interpretations are not perfect. Recently, another theory appeared—Conceptual Integration Theory or Blending Theory. Comparatively speaking, it is more convincing on the mechanism of metaphor than the other two.

II. A Historical Retrospection of Metaphor

2.1 Aristotelian School: Metaphor: A Device of Rhetoric

Andrew Ortony, one of the most influential writers on metaphor, has pointed out, and there are few who would disagree with him, that it is still the case that any serious study of metaphor is almost obliged to start with the works of Aristotle (Ortony, 2006).

In *Poetics*, Aristotle expounds the essence, function and the way of explanation of metaphor as three nuclei. He defines metaphor as “the application of an alien name by transference either from genus to species, or from species to genus, or from species to species, or by analogy, that is, proportion” (Aristotle, 2006, p. 71). Then he gives four kinds of metaphor.

All metaphors, Aristotle believes, fall into at least one of these four categories, although analogy metaphors are the most pleasing. Aristotle also holds that metaphor can make the prosaic style charming, and stresses that it can only be confined to poetry. This perspective leads to the later theorists making distinction between poetic language and everyday language. (p. 36)

2.1.1 The Origins of Aristotelian School

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Acknowledgements

I would like to thank all those who have given me their generous help, commitment and enthusiasm, which have been the major driving force to complete the current paper....



Appendix