Ramifications Concerning Argumentation

of a Pretence-Based Approach to Metaphor

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I contend that—in cases of argumentation about (at least) complex or abstract matters—both literal language and highly conventional metaphor are most suitable either for (N) discussing prototypical situations or (G) making highly general statements covering both prototypical and non-prototypical situations; but when ones needs to discuss (contra N) unusual situations or (contra G) specific cases, metaphor becomes more deeply necessary, in less conventional, elaborated forms. An important role of metaphor is precisely to override defaults in the target domain. Also, metaphor is a forceful tool for conveying that there exist good, specific reasons for something without actually specifying them. These claims do not presuppose a pretence-based approach to metaphor, but such an approach helps explain the phenomena.