

META 比 PHOR 喻

我们赖以生存的比喻

“在语言的起源时，几乎每一个字都是一个比喻，每一个短语都是一个比喻。”
(孔塞多)

比喻，使用类比和联想的方式，把一个事物和另一个事物进行创造性的比较。比喻作为一种修辞手法，其更深层的实质是认知事物的方法，构建了我们的语言，思想和行为的概念基础。

人生之路是一个比喻，半山腰是一个比喻，花洒是一个比喻，大笨蛋是一个比喻。我们的日常生活中充满比喻。我们通过把新事物和旧事物联系起来，来理解新事物。把两个跨越时空的事物联系在一起，本身就是创造性的思想活动。世界之谜的破解始于苹果掉落的联想。

在艺术当中，人们强调艺术家的自主创造性，认为艺术产生于想象，而轻视联想。艺术产生的动因正是在总体上创造一个比喻的世界，以便理解现实世界。神话来自人类世界的联想，梦境以当日的生活为题材。

艺术总体来说是一个形象的世界，形像创造是对现实的比喻。可以说在艺术起源之初，每一个形象都是比喻。这些比喻有的成功（形象）有的失败（不够形象），有的老成为陈词滥调，有的鲜活依然富有生命力。艺术的形象世界在于不断创造新奇的比喻和更新陈旧的比喻。

艺术的形象世界曾经包括象形符号，这些符号经历不断的抽象成为语言的载体，语言以抽象符号继续比喻世界。艺术在今天的发展统合了形象和语义，使二者再次联系起来。形象和语义，形象和现实，语义和现实，比喻在其中畅行无阻。

Metaphors We Live By

"At the origin of language, almost every word was a metaphor, every phrase a metaphor." — Concetto

A metaphor, using analogy and association, creatively compares one thing to another. As a rhetorical device, its deeper essence lies in the way we perceive and understand things, forming the conceptual foundation of our language, thoughts, and actions.

Life's journey is a metaphor, the halfway point on a mountain is a metaphor, a showerhead is a metaphor, and "big fool" is a metaphor. Our daily lives are filled with metaphors. We understand new things by connecting them with the old. Linking two things across time and space is itself a creative intellectual activity. The unraveling of the world's mysteries began with the association triggered by an apple falling.

In art, people emphasize the artist's autonomous creativity, believing that art arises from imagination while undervaluing association. The motivation for creating art is to construct an overall metaphorical world in order to understand the real world. Myths stem from the associations within the human world, and dreams use daily life as their subject matter.

Art, in general, is a world of imagery, where the creation of images is a metaphor for reality. It can be said that at the origin of art, every image was a metaphor. Some of these metaphors are successful (vivid images), while others fail (less vivid). Some become clichés, while others remain fresh and full of vitality. The world of artistic imagery lies in the continuous creation of novel metaphors and the renewal of old ones.

The world of artistic imagery once included pictorial symbols, which gradually became abstract and evolved into the carriers of language. Language, through abstract symbols, continues to metaphorically represent the world. Today's development of art integrates imagery and semantics, reconnecting the two. Imagery and semantics, imagery and reality, semantics and reality — metaphors flow freely among them.