

Contents

<i>András Benedek</i> Preface	7
<i>Biljana Radić-Bojanić</i> Imagery As a Metaphorical Vocabulary Learning Strategy	11
<i>Franz Dotter – Marlene Hilzensauer</i> “SignOnOne”: Visual Language Learning for the Deaf Only or for All Others Also?	27
<i>Jean-Rémi Lapaire</i> Visuo-Kinetic Explorations of Grammar	41
<i>Kristóf Nyíri</i> Time As a Figure of Thought and As Reality	57
<i>Zoltán Kövecses</i> Contextual Images As Visual Metaphors	69
<i>Mikkel Haaheim</i> Metaphor Is a Constellation	77
<i>Petra Aczél</i> Enchanting Bewilderment: Concerns for Visual Rhetoric	85
<i>Gabriella Németh</i> The Visual Rhetorical Figures of the Giant Billboard “ARC” (Face) Exhibition	99
<i>Anna Szlávi</i> The Image of Women A Cognitive Linguistic Analysis of Billboards	113
<i>Ágnes Veszelszki</i> Image and Self-representation	125
<i>Gábor Bencsik</i> The Image As a Historical Source	137

<i>Zsuzsanna Kondor</i>	
“World Picture” and Beyond – Representation Revisited	147
<i>John Mullarkey</i>	
Temple Grandin’s Animal Thoughts: On Non-Human Thinking in Pictures, Films, and Diagrams.....	155
<i>Dieter Mersch</i>	
Aspects of Visual Epistemology: On the “Logic” of the Iconic	169
Notes on Contributors	195
Index	201