

LA METAFORA PER PERSUADERE E ARGOMENTARE:
UNA RICOGNIZIONE QUALITATIVA SUL TEMA DELLA CRISI
CLIMATICA

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ABSTRACT

This research deals with the cognitive mechanism of metaphor within environmental communication. The analysis has two focuses: firstly, based on the available literature on metaphor and its functions (see esp. Bonhomme, Paillet *et al.*, 2017; Prandi, 2023) and on environmental communication (see esp. Lakoff, 2010; Augé, 2023), it identifies the functions of metaphor in this type of discourse, dedicating particular attention to the functional categories that contribute to creating effects of persuasion. Secondly, based on the studies on textuality (see esp. Ferrari, 2011), it tackles some of the ways in which these functions, that are intrinsic to the nature of metaphor, interact with the architecture of the text, thus contributing to structuring effective argumentation.