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English Composition

Essay #1 Final Draft

<div align="center">Metaphors in the World</div>

We must not ask ourselves how our actions can influence, but how our words can . Words connect us and allow us to understand and express information or feelings. Metaphors, which is the comparison of two unlike objects is an effective tool that can be used to positively impact people physical and mental wellbeing. For doctors and health care professionals, metaphors can help patients to understand better and feel more at ease with the treatments they have. In the world. For citizens worldwide, they connect us just like words in general and help us view situations differently. They allow us to open our minds by examining the structure, categorization, and mapping techniques. While they are only the result of the vibrations of our vocal cords, metaphors and language itself serve a larger purpose, one which can improve the physical and mental wellbeing of many worldwide while also causing distress if they are used inappropriately.

In Dhruv Khullar's, "A Trouble with Medicine's Metaphors" Dhruv elaborates on the effect metaphors can have in the medicinal world. Dhruv begins with the effect that metaphors can have by being used in conversations regularly. He began with elaborating on the frequency of metaphors used in the medical field. He stated, "One study, from 2010, found that physicians use metaphors in almost two-thirds of their conversations with patients who have serious illnesses." (Khullar). He then followed by indicating to us on the effect that using the metaphors

have when he commented, "Physicians who used more metaphors were seen as better communicators. Patients reported less trouble understanding them, and felt as though their doctor made sure they understood their conditions." (Khullar). By obtaining a better line of communication, they stand, a better chance of understanding each other. To add, when less mistakes are made, more success can be achieved. A mistake that has been constantly made and hinders the process of achieving in the medical industry is the use of, "military metaphors".

Military metaphors can be defined as a metaphor that includes military references or lingo. An example could be as simple as, "use all weapons at our disposal." (Khullar) in reference to the treatment options available to treat it. They not only unnecessarily use violent imagery and descriptions, but also cause, " patients who view their disease as an "enemy" tend to have higher levels of depression and anxiety, and poorer quality of life than those who ascribe a more positive meaning. They also tend to report higher pain scores and lower coping scores" (Khullar). Adding stress, anxiety, depression, and poorer quality of life are not beneficial to the doctors and especially to the patients involved. To "kick them when they are already down," is not the way a patient should be treated as well as not beneficial to the doctor. If the way a doctor describes an illness hinders, rather than benefits the patients health, than the method of conversing with them should be abandoned. Words should be the primary influencer used in present days, by using words to inflict fear and instill the thought that what they are going through is a war, is something that should be abolished.

Transitioning away from the medical field, the use of metaphors has many practical applications in the civilian world. In Michael Erard's Essay, "See Through Words" he breaks down the design of metaphors into categories. While it seems unorthodox, it applies to the use in

the regular world flawlessly. By having a better idea of how they are categorised, they can be better applied to the world. Erard discusses two main categorizations for designing metaphors which are "a 'mapping' between two concepts," and, "are really categorisation proposals" (Erard). These two categories not only explicitly broke down the way they are designed but as well as how to easier understand and design them yourself. As a categorisation proposal, you pick two items that can both fit into a general category. An example could be, "Paintbrush as pumps". Paintbrushes and pumps share no common traits when first thought of. When deeper rational thinking is applied, the similarities can be found. Pumps move liquid, and so do paintbrushes. While such a general and wide open comparison, having a deeper understanding of how it is applied can cause for a better application when designing your own metaphors. Relating back to a previous paragraph, having a better understanding of how to better use them can lead to more appropriate usage and yield better results when they are applied. Metaphors can positively affect lives in the medical field, and that carries to the usage in the common world.

Erard mentioned a second technique to be used in the design of metaphors. This one involves, "'mapping' between two concepts" (Erard). It has a similar first step of understanding, making a general connection, indistinguishable from the connection made in the first example. The second step involves more comparisons being made between the two seemingly unlike items. He describes a possible comparison being, "when the researchers wondered if the empty spaces between the brush's bristles might be as crucial to paint delivery as the vacuum of a pump is to water movement" (Erard). Again, while an outlandish comparison, it holds true. Using the mapping technique when designing metaphors in the real world can positively influence those they are applied to. They positively influence due to the fact that they, "improve comprehension

when he says that they enable people to 'see an old thing in a new and vivid way.'" (Burkley). People are more likely to understand what someone else says when a metaphor is the method of communication. When associated with one of the two techniques that Michael Erard elaborated about, a clear and simple metaphor can be understood universally to all parties involved. This universal understanding can be accompanied by additional benefits of using metaphors.

To continue of the trend of using metaphors to better understand and communicate, James Geary's, "Metaphorically Speaking" will be analyzed next. He elaborates from the start about how metaphors are present everywhere. They are not something that can be escaped, they, "are a way of thought" (Geary) and our thoughts are inescapable. Geary also elaborates metaphors as being, "essential to how we understand ourselves and others, how we communicate, learn, discover and invent", it is not just a claim that metaphors help us better communicate. It is recurring in every article used for support and is something that I believe when applied correctly can positively change the world. A method Geary used, is synesthetic metaphors. They associate, "stimulus in once sense organ in another sense organ as well" (Geary). To elaborate, the sound or description of a word is automatically associated internally to something else. An example from the text involved two shapes called "Bouba... and kiki" (Geary). He asks us next to associate the shapes names with a round shape and a, "sharp, spiky one". He then proceeds to discuss how "If you are like 98 percent of other people, you will identify the round, amoeboid shape as Bouba, and the sharp, spiky one as Kiki," because, "we instinctively find, or create, a pattern between the round shape and the round sound of Bouba, and the spiky shape and the spiky sound of Kiki" (Geary). Being able to associate sounds with other categories and fill in the blanks of situations is critical to better understanding the speaker

and improving communications. Now imagine being told a synesthetic metaphor, having the capability to understand and associate it properly not only would completely avoid an awkward situation, but it would create an open line of communication where both parties can be comfortable enough knowing the other has an understanding of what they are discussing.

Metaphors have the capability to streamline communication in all aspects of society. Whether it be in the medical field between patients and doctors, or just in an everyday conversation, metaphors can streamline it. They have been proven time and time again to provide a sturdy base for clear communication to be established. By using the simple comparison of two unlike objects, incorporating the methods discussed by Geary, Erard, and Khullar has the capability to improve the communication worldwide by tenfold. For Khullar specifically, the metaphors can improve the communication, wellbeing, as well as comfortability between the patient and doctors, especially if "military metaphors" are abolished from the medical field. Geary and Erard's techniques with metaphor understanding and development have the ability to open people's understanding of metaphors and allow for a better application in the future. The power to influence is more frequently now leading back to our words, rather than actions, and metaphors have the ability to influence and assist in people understanding tremendously.

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