

The flesh and blood of embodied understanding: The source-path-goal schema in animation film.

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The flesh and blood of embodied understanding: The Source schema in animation film

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According to Conceptual Metaphor Theory (CMT), the Source-Path-Goal (SPG) schema constitutes a central component from literally structuring “movement”, SPG also shapes our understanding of “purposive activity”, including que... problem in CMT, however, is that the existence of image schemas is almost exclusively postulated on the basis of... examine the claim that people recruit image schemas such as SPG to make sense of life, it is essential to examine... Animation has highly medium-specific opportunities to exploit SPG by its emphasis on “manner of movement” &... animation films (Father and Daughter, Quest, and O) exemplifying MOVEMENT, QUEST, and STORY are analyzed... chart how they exploit this schema. We end the paper by positioning our findings with respect to recent discussio... in Hampe (2005a) and by suggesting avenues for further research.

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