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La métaphorisation pour comprendre la communication : au-delà du concept vers une épistémologie des SIC

Abstract: Significantly changing the angle of view towards the philosophical discourse on the metaphor, we propose in this paper the inclusion of the metaphor in the field of information and communication sciences as an approach to questioning and opening a new way for understanding the role of the metaphorical mediations in real communication situations, in different discursive areas, whether in the field of political communication, branding, advertising, public or organizational communication.

Keywords: epistemology, metaphor, mediation, discourse