

Conceptual Metaphor is Visual Hermeneutics

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Abstract:	Keywords
<p>Metaphor is a conceptual expression of content in the form of borrowing, not similarity, whether linguistic or figurative, it is not the truth and what we seek by employing metaphor is the approximation or distinction of the implicit meaning beyond the forms and their relationship to each other and not the forms themselves. If the picture means a thousand words, then the metaphor means a thousand pictures. Research Phenomenon There are many ways of expressing what is going on in the minds of man, whether oral dialogue, written texts, pictures or drawings, there are often hidden messages behind these forms of expression, which contributes greatly to the hermeneutics process by trying to reveal the realization of those messages. This indicates that there is a close relationship between metaphor and hermeneutics. Research Assumption: The research claims that metaphor represents an important means of reaching the mysterious implicit meanings that need to be hermeneutics. Research objective: Exposing aspects of the positive relationship and the role that Metaphor can play as a necessary means of practicing hermeneutics. Research Methodology The research follows the inductive approach. Research Plan First Stage: Review of Literature related to the subject of the research, Second Stage: Patterns and clustering Third Stage: Induction The claim is formulated and tested by creating patterns, measuring its parts or wholes, and realizing the relationship and its aspects. Forth Stage: The stage of theory formulation and presentation of results. This is done by establishing an abstract rationale for the validity of the research claim, and possibility of generalization and replication, and display of results through visual thinking methods and visual presentation. Results: 1. Metaphor is a strong meaning and a simplified means of reaching an implicit meaning. 2. Metaphor is an essential and important means in the design process, design education, design learning, and design hermeneutics. 3. The importance of the role played by metaphor in helping the designer clarifying his vision and ideas. 4. Metaphor seeks what hermeneutics seeks, but in a visual way.</p>	<p>Metaphor Simile Interpretation Hermeneutics Metaphor Building</p>
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