

COURSE ANNOUNCEMENT

UNIV 400 | METAPHORS THAT MATTER

Fall/Winter 2000-2001



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METAPHORS

WHAT IS UNIV 400?

METAPHORS THAT MATTER is a lectureless course that allows you to develop an independent research project. You will be able to develop your own topic area, in which you will explore the topic of metaphor from an interdisciplinary perspective.

WHAT IS A "LECTURELESS COURSE"?

UNIV 400 has no regularly-scheduled lectures.

Instead, you will be able to pursue an independent research project, with access to a network of resource faculty, mentors and other UNIV 400 participants, under the overall guidance of the course director. You will have E-mail and WWW access to all course materials. A syllabus, reading list and course workbook will also be provided.

However, unlike an independent study course, UNIV 400 also provides you with regular and collaborative interaction with other UNIV 400 participants through several mini-conferences held throughout the year, as well as through a course web site and web-based conferencing. This combination of face-to-face and virtual gatherings allow you to present updates on your work to the other members of the class, and invite comments and discussion.

WHAT IS THE COURSE CONTENT?

Metaphors that Matter explores how metaphors inform and structure all fields of study and, ultimately, form the basis of how we think about things. For example:

- Why do we refer to sports using military terminology?
- Why do we talk about understanding in terms of seeing (as in "I see your point")?
- Why do we associate roses with love?
- Why do we think about electricity in terms of the pressures and flows of fluids?

As a student in UNIV 400, you will design your own project which will examine the topic of metaphor from a perspective that particularly interests you. Because UNIV 400 includes students from many different faculties and departments, you will be exposed to many different subject areas beyond your own major. This will enable you to look at your field of study from a fresh perspective.

WHO IS THIS COURSE FOR?

The lectureless format of METAPHORS THAT MATTER will be of particular interest to students who:

- Prefer a self-directed, independent mode of study.
- Want to explore interrelationships between the arts, sciences, humanities and social sciences.
- Find it difficult to come to the UofC campus during regular class times because of work or family commitments, travel considerations, etc. (Several students have been able to take UNIV 400 while living in another city.)

Pre-requisite: Permission of Course Director.

Contact: Dr. Tim Buell Office: Biological Sciences Room 553

Phone: 220-3493 E-mail: buell@ucalgary.ca

UNIV 400 COUNTS AS AN AREA 1, 2 or 3 OPTION FOR THE FACULTIES OF HUMANITIES, SCIENCE, SOCIAL SCIENCE, FINE ARTS AND GENERAL STUDIES.



"All words are metaphors." - Marshall McLuhan

THE UNIVERSITY OF CALGARY

JOINTLY OFFERED BY THE FACULTIES OF
EDUCATION, COMMUNICATIONS AND CULTURE, EDUCATION, AND SCIENCE,

UNIVERSITY (UNIV) 400
METAPHORS THAT MATTER

Fall/Winter Sessions
Lec. 01: Thursdays, 3:30 - 6:30 p.m.

Instructor: Tim Buell

Office: Bio Sci 553

Office Hours: MWF 12:00 - 1:00, or by appointment

Phone: 220-3493

E-mail: buell@ucalgary.ca

Course Website: www.ucalgary.ca/buell/courses/univ400

Course Objectives

By the end of the course, you will have gained a broad understanding of metaphor in everyday thought and language. You will have acquired comprehensive knowledge about a central area in cognitive science. You will have acquired basic skills on how to conduct basic research on metaphor (primary and secondary). You will be familiar with the main theories and approaches to studying metaphor, including the following:

- The ubiquity of metaphor in English
- Metaphor universals and cross-linguistic variations
- Mental representation and mappings
- Popular theories in cognitive science
- Metaphor in literature
- Metaphor in politics
- Metaphor in everyday conversation;
- Metaphor and the brain;
- Metaphor in technology (e.g., Web);
- Metaphor and visual arts;
- Metaphor and art;
- Metaphorical extension of words;
- Metaphor and gesture

Course Description

This course will have no regularly-scheduled lectures. However, you are asked to keep the Thursday afternoon time (as indicated in your timetable) open. This time will be used for class meetings, informal discussions class members on an as-needed basis, and for mid-year and final presentations.

This course is intended to enable you to engage in a course of “collective independent” study:

- *Collective*, because you are part of a small cohort of students in UNIV 400 who are each engaged in developing a research project in the area of metaphor studies. Throughout the year, you will be sharing the progress of your research with others in the cohort, through group meetings, E-mail discussion list, and the mid-year and final presentations; and
- *Independent*, because each of you will be developing your own research topic in a specific area of your own academic and disciplinary interests.

You are expected to attend any cohort meetings called by the course director. The mid-year and final presentation of your work is part of the project assignment and must be completed for a passing grade. You are also expected to stay in regular contact with the course director. As your research progresses, the course director will be recommending that you consult one or more faculty members and other resource

Assignments, Grading and Due Dates:

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|-------------------------|-----|-------------|
| Book Report/Review | 15% | October 16 |
| Course Project Proposal | 15% | November 30 |
| Term Project | 60% | April 15 |
| Class Participation | 10% | |

There is no final examination for this course.