

HOW TO USE THE PERSUASIVE POWER OF METAPHORS

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ABSTRACT

Metaphor should not be viewed as a "thing," but rather as a transforming force, the unseen process through which "things" emerge. Even simple language and common imagery can be transformed into new, unique constellations using metaphor. Contrary to what many school teachers and dictionaries claim, metaphor is more than a literary device; it is an endless source of fresh ideas. In this essay, we'll look at how to use metaphors to persuade others.

KEYWORDS: *Persuasive Power, Metaphors, idea, communication, skill,*

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