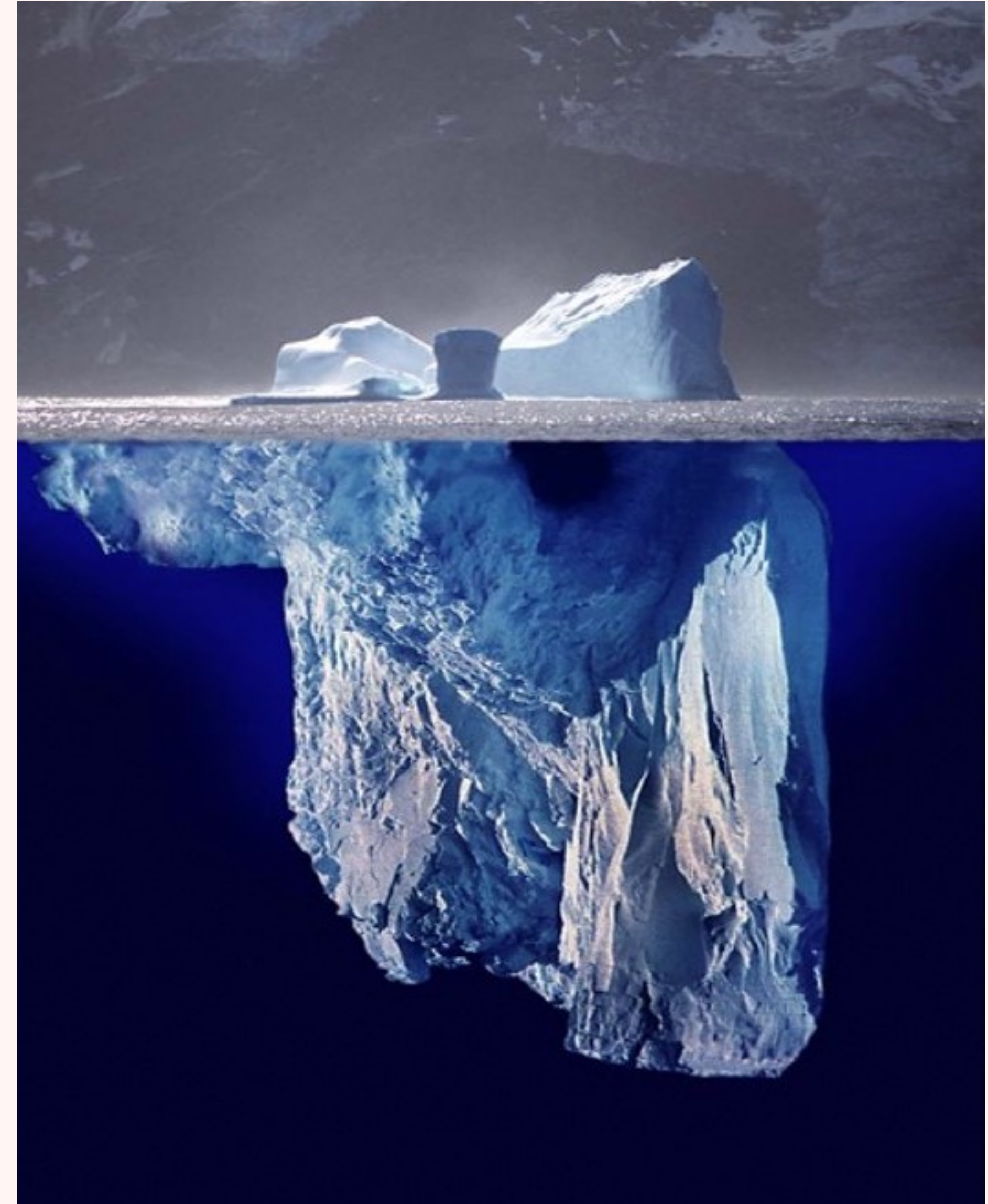

THE INFERENCE ICEBERG

Using the image of an iceberg to understand what readers do when they read the **WHOLE text, not just the ‘tip’ or the most obvious part.**

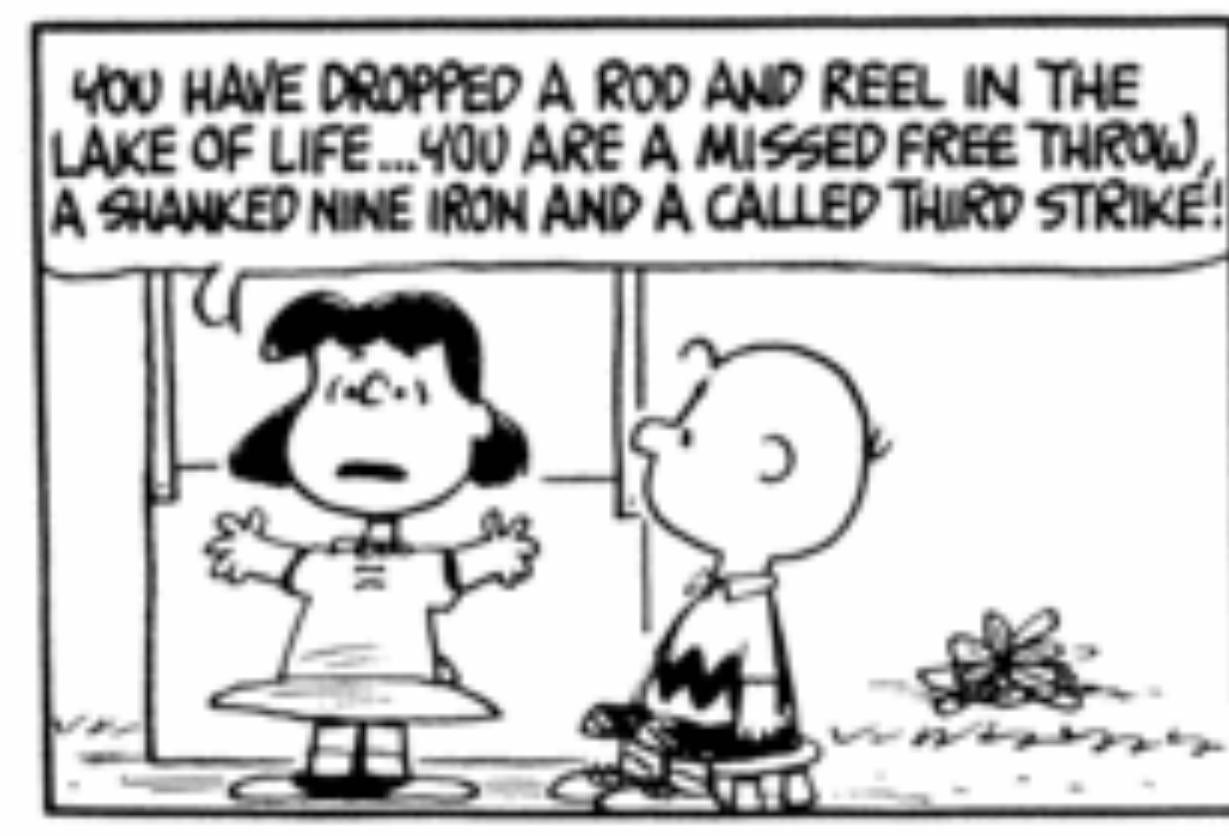
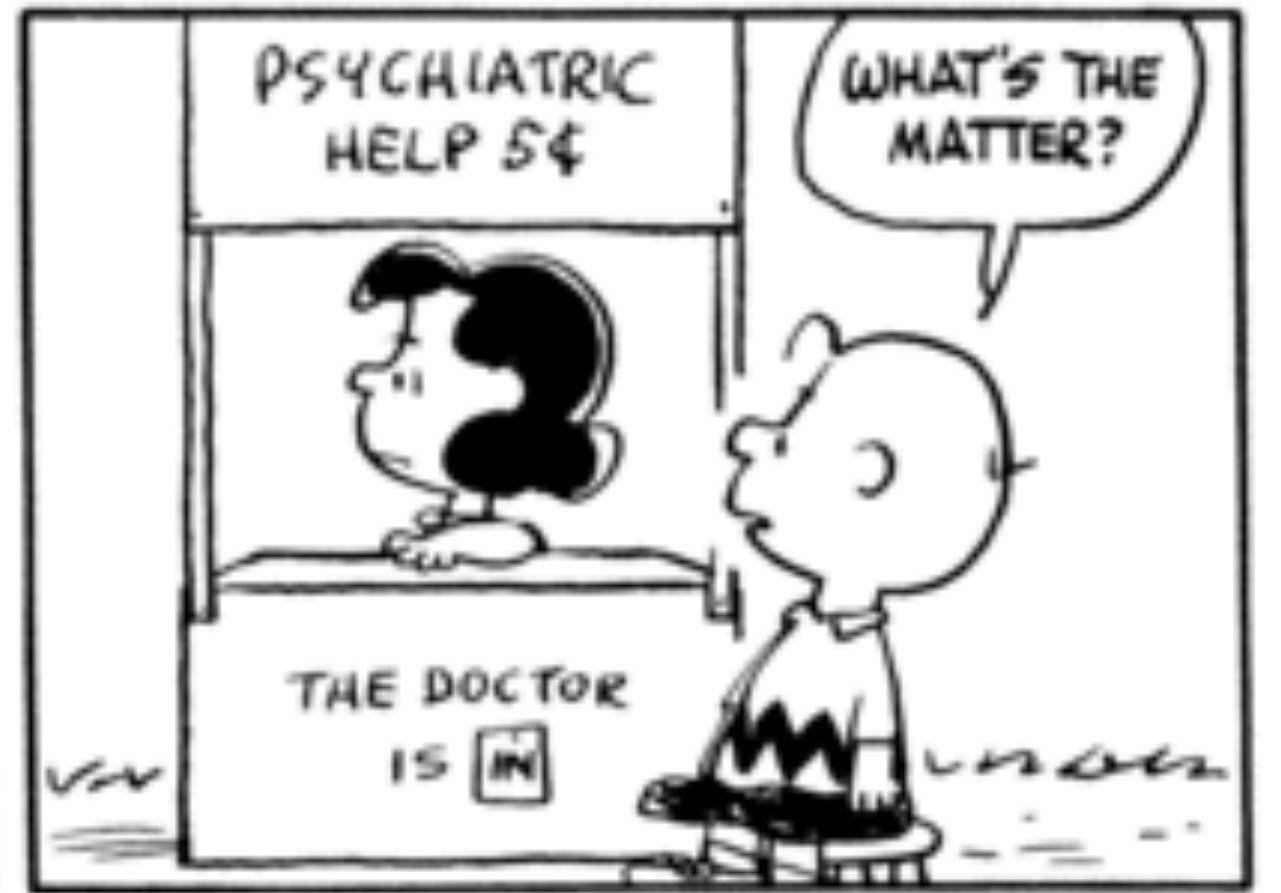


Q: WHY USE A METAPHOR?

Case Study 1:
Lucy's metaphorical advice to
Charlie Brown

PEANUTS

featuring
 "Good ol'
 Charlie Brown"
 by SCHULZ



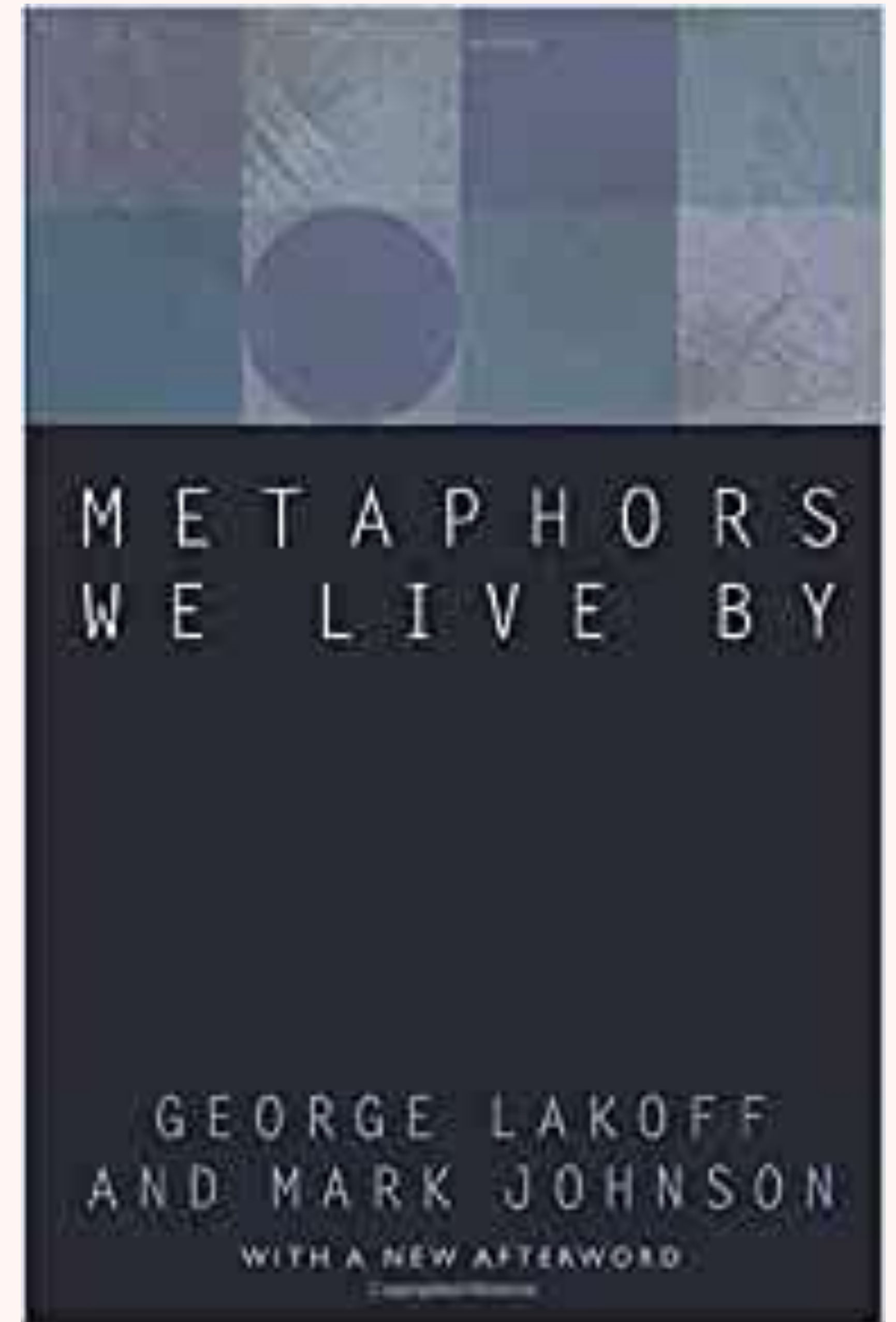
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What does Lucy achieve communicating to Charlie Brown through the use of ‘losing at sport’ metaphors? What might she have achieved if she just explicitly said ‘Charlie Brown, you’re a loser!’

**Metaphors give us more to think
and feel. They are, in a sense, both
the clay and the potter's hands
making an utterance come to life.**

In fact...

**Metaphors are used in
every minute of every
day, they are basis of
all human thought**



**THE NEXT FIVE SLIDES GIVE YOU
JUST A HINT OF THE VERY
COMPLICATED NEUROSCIENCE**

According to neuroscientists...

Metaphors are used in every minute of every day, they are basis of all human thought.

The 'grey matter' of our brains are like zombies that love playing with games in our minds on an old pinball machine



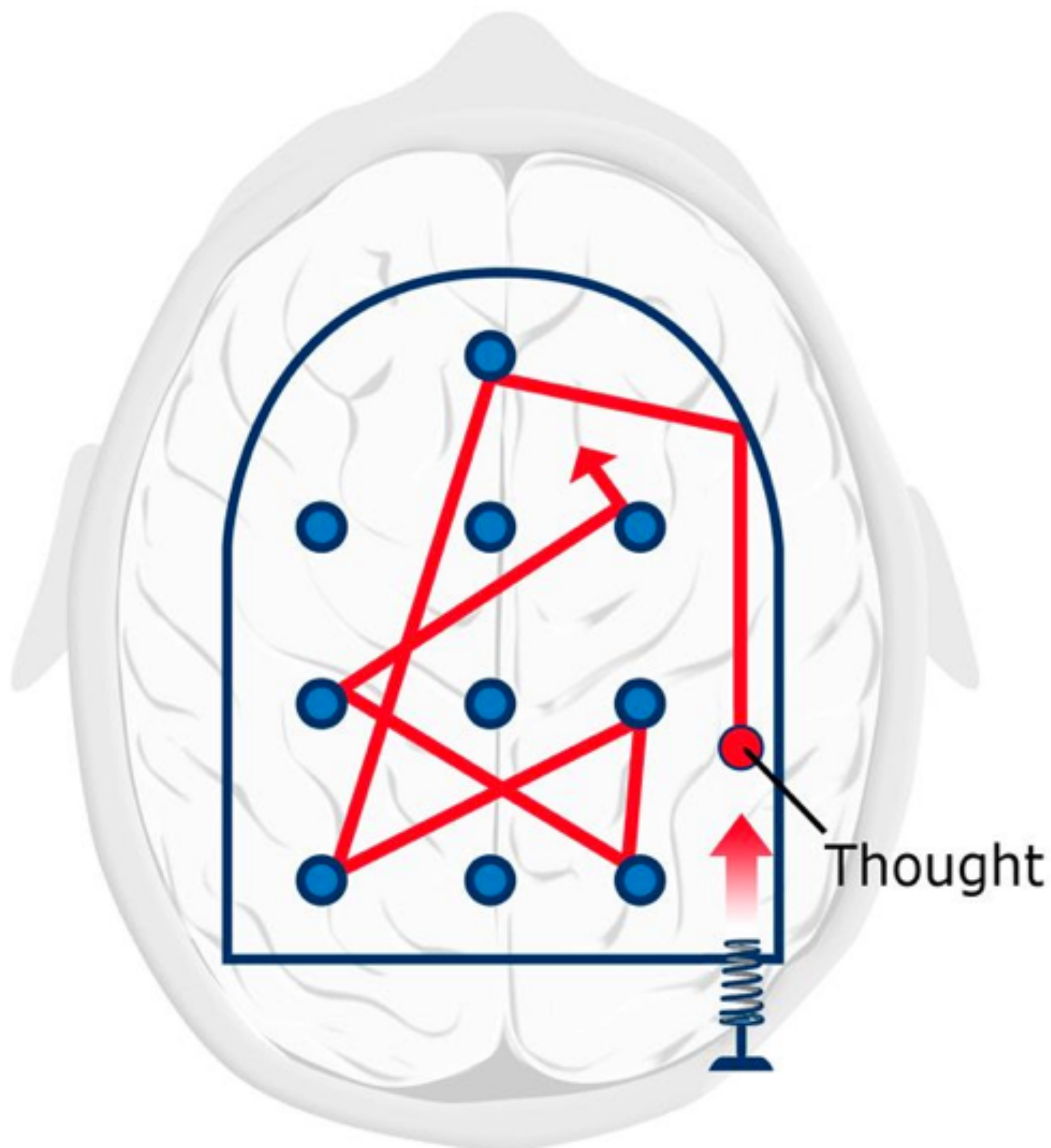
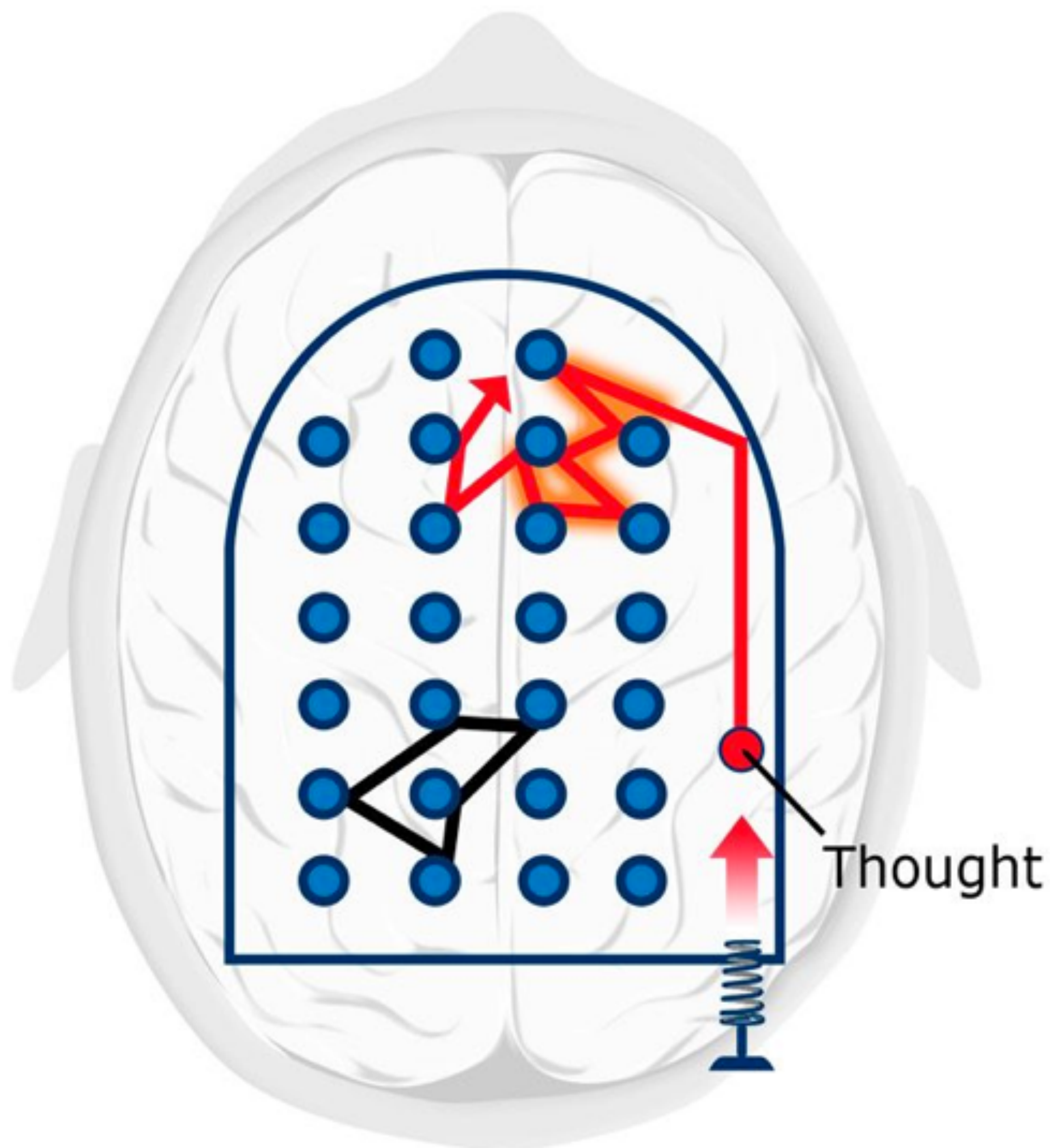
This happy zombie is playing neural pinball.

**Metaphors allow to make use
of two modes of thinking.**

1. A VERY **FOCUSED** WAY IN
OUR WORKING MEMORY

2. A VERY **EXPANSIVE** WAY
(**DIFFUSE**) IN OUR LONG
TERM MEMORY

The stronger we meaningfully focus the more able we are able to retrieve what we have learned from our long-term memory.



Metaphors help us to fix a chunk of knowledge into our working memory which is then absorbed by our long-term memory.

For this reason:

**Our work in the tutor group
then is primarily about doing
more focused work**