Breakthrough by Breakdown: Metaphors and Structured Domains

Kim Halskov Madsen

DOI: https://doi.org/10.7146/dpb.v17i243.7599

Abstract

In the daily situation of work, the members of an organization usually act without the need to disengage and reflect on their own tasks. But, in the design situation, it becomes important to talk about and reflect on the work. Moreover, it is crucial to set the proper structured domain appropriate for computerization. The message of this paper is that a breakthrough in design may be achieved by conscious use of metaphors. Metaphors may be used to break down the unreflected being of the members of an organization and metaphors may be used for setting of structured domains appropriate for computerization. The basic idea is to understand the organization in terms of other phenomena, whereby knowledge about these phenomena becomes a potential source of inspiration for designing new options. The paper builds its argument around a practical example as well as theoretical work on design and metaphors. The paper is concluded by a set of guidelines for metaphorical design.

Author Biography

Kim Halskov Madsen

Published
1988-03-01

How to Cite


More Citation Formats

Issue
No 243 (1988): PB-243 Breakthrough by Breakdown: Metaphors and Structured Domains

Section
Articles

Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License.
"In the structural metaphor ECONOMIC ACTIVITY = WAR, concepts from the source domain WARFARE are transferred to the target domain, because physical conflict is ubiquitous in human life and therefore quite well-structured and more readily understandable. It coherently structures the relations between the various factors in economic activity, business in war, the economy as a battlefield, competition as a conflict, companies as armies fighting each other, and economic activities as attack and defense, as illustrated in the following example. A metaphor is a figure of speech that, for rhetorical effect, directly refers to one thing by mentioning another. It may provide clarity or identify hidden similarities between two ideas. Antithesis, hyperbole, metonymy, and simile are all types of metaphor. One of the most commonly cited examples of a metaphor in English literature is the "All the world's a stage" monologue from As You Like It."