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On the text-pictorial metaphor in the picture book

Picture book. Text-pictorial narative. Text-pictorial metaphor. Reception. Cognitive aspects.

The article deals with the issue of metaphor in the semiotically heterogeneous medium of picture books. The contemporary production of books in the genre of fictional text-pictorial narratives is characterised by a philosophical point of view on ontological topics. The metaphorical way of their expression makes more abstract thoughts, less known realities or non-conceptualised experience accessible by means of more concrete “terms” of figurative language and depiction. In order to solve this issue, we focus on explicating and exemplifying the topic of death. Our research is based on outlines of possibilities and limits of external representation of abstract concepts by means of text and picture. We analyse the text-pictorial metaphor and reciprocal alternation of texts and pictures in the positions of its target and original domain. The reception of the text-pictorial metaphor is explained by receptive mechanisms of immersion and interactivity – by the distinction between the “world” metaphor and metaphor “as game”, which is provided by Marie-Laura Ryan ’s approach.