

The metaphor PURPOSIVE ACTIVITY IS SELF-PROPELLED MOTION TOWARD A DESTINATION, aka the JOURNEY metaphor, is a highly productive one. It may well be the single most important metaphor (Western?) human beings use to conceptualize their personal and professional goals in life.

The metaphor, in turn, builds on image schemas pertaining to movement through space and forces that facilitate or impede this movement, as theorized in Mark Johnson's trail-blazing *The Body in the Mind* (1987). Unsurprisingly, the medium of film is excellently suited to embody and implement the JOURNEY metaphor, for instance in documentaries (Forceville 2006, 2011), public service commercials (Yu 2009), horror films (Winter 2014), and short animation films (Forceville 2013, 2017; Forceville & Jeulink 2011; Forceville & Paling 2018)– since “the movies” by definition flourish if they can depict movement.

In this presentation I will further explore how space and movement (which are key to the SOURCE-PATH-GOAL schema that informs the JOURNEY metaphor) can be used metaphorically – but this time in *static* photographs and pictures that intend to communicate some sort of PURPOSIVE ACTIVITY.

## References

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