

孫式文

傳播創意的隱喻思維

摘要：從日常對話、傳媒訊息、傳播活動，到媒介科技的發展，處處可見傳播的創意。傳播創意有時悄然地隱身於直覺的理所當然中，有時則是出人意表的奪人耳目。本演講藉由傳播創意案例的解析，論述隱喻與概念整合如何帶出顯而易見，卻也別出心裁的創意。

Metaphorical Thinking for Creative Communication

Abstract: Creativity can be found in all forms of communication, from daily conversations, strategic communications, to the development of media technology. Creativity sometimes is embedded in intuition, sometimes is unexpected. This presentation gives examples to illustrate that metaphor and conceptual blending can inspire obvious, but also unique thought.