

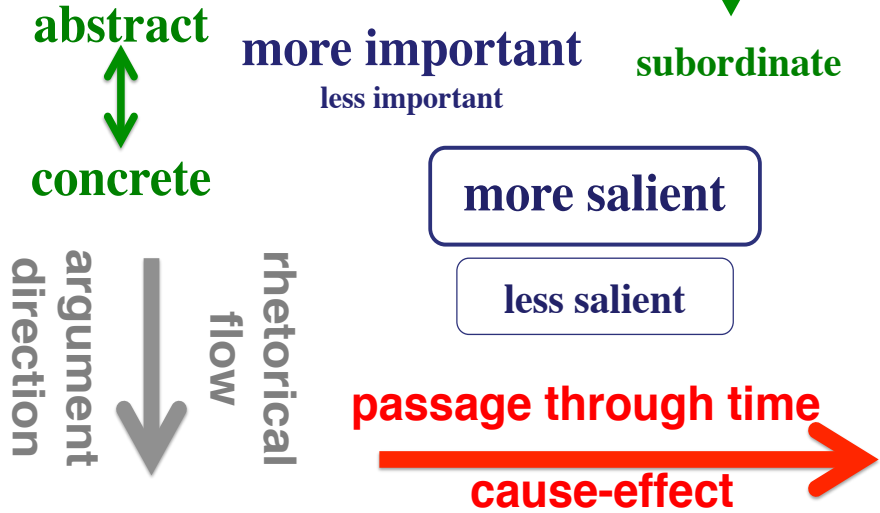
# Visual metaphors as a cognitive scalpel: cutting through the language disguise

ESP Kanto 2015

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Choose 1 or 2 of these (=>) metaphors to create a tool for information visualization.

Visual metaphors in concept maps



Information visualisation tool

Governing visual metaphor

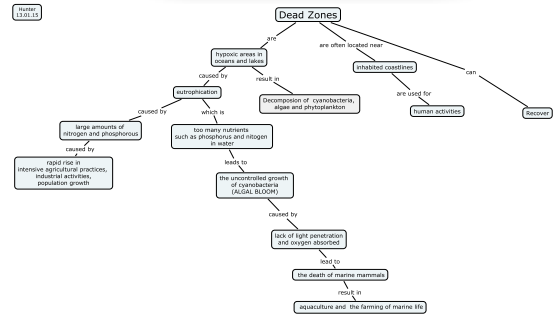
Example of implementation

## Cmaps

Cmaps portray graphically the rich relations between concepts in a concept array or a rhetorical flow.

1 Down = subordinate

2 Dyad link = node-node relationship



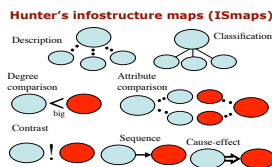
Cmaps are instances of Novakian maps: every link has a text label to indicate the nature of the link. Cmap Tools software at <http://cmap.ihmc.us/>

## ISmaps

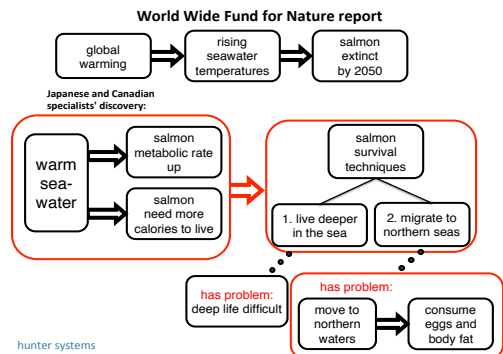
Hunter's ISmaps\* are for displaying structural relations between atomic bits of information, at the sentence level.

1 Dyad link = logical relation logo

2 Down = subordinate



\*Information Structure maps



These structures are (often) explicitly signaled in text: e.g. The invasion led to the departure of the dictator. e.g. This dessert contains more calories than the rest of the meal.