

Abstract

This thesis deals with the concept of metaphor within the semiotic theory of Charles S. Peirce. The work examines metaphor in general within the framework of the selected theory and then specifically focuses on its specific modality, visual metaphor. The work sets and fulfills its goals: to introduce the semiotic theory of Charles S. Peirce and describe its selected terms; describe the a metaphor through the lens of Peirce's theory of the sign; to specifically focus on and characterize the visual modality of the metaphor. In regard to the set aim, a literature search and subsequent synthesis of the obtained findings was chosen as the research method. The thesis shows that Peirce's theory of the sign is a suitable theoretical framework for understanding metaphor. It understands metaphor's basic characteristics, such as its iconicity, generality, vagueness, abductive character, thanks to which the metaphor conveys not only similarity, but also new information about its object.

Key words: metaphor, visual metaphor, hypoicon, dicisignum, proposition, diagram, Charles Sanders Peirce, Lakoff and Johnson