

The background is a solid blue color with several thin, wavy, light blue lines flowing across the top of the image.

# **CULTURAL METAPHORS: AMERICAN FOOTBALL**

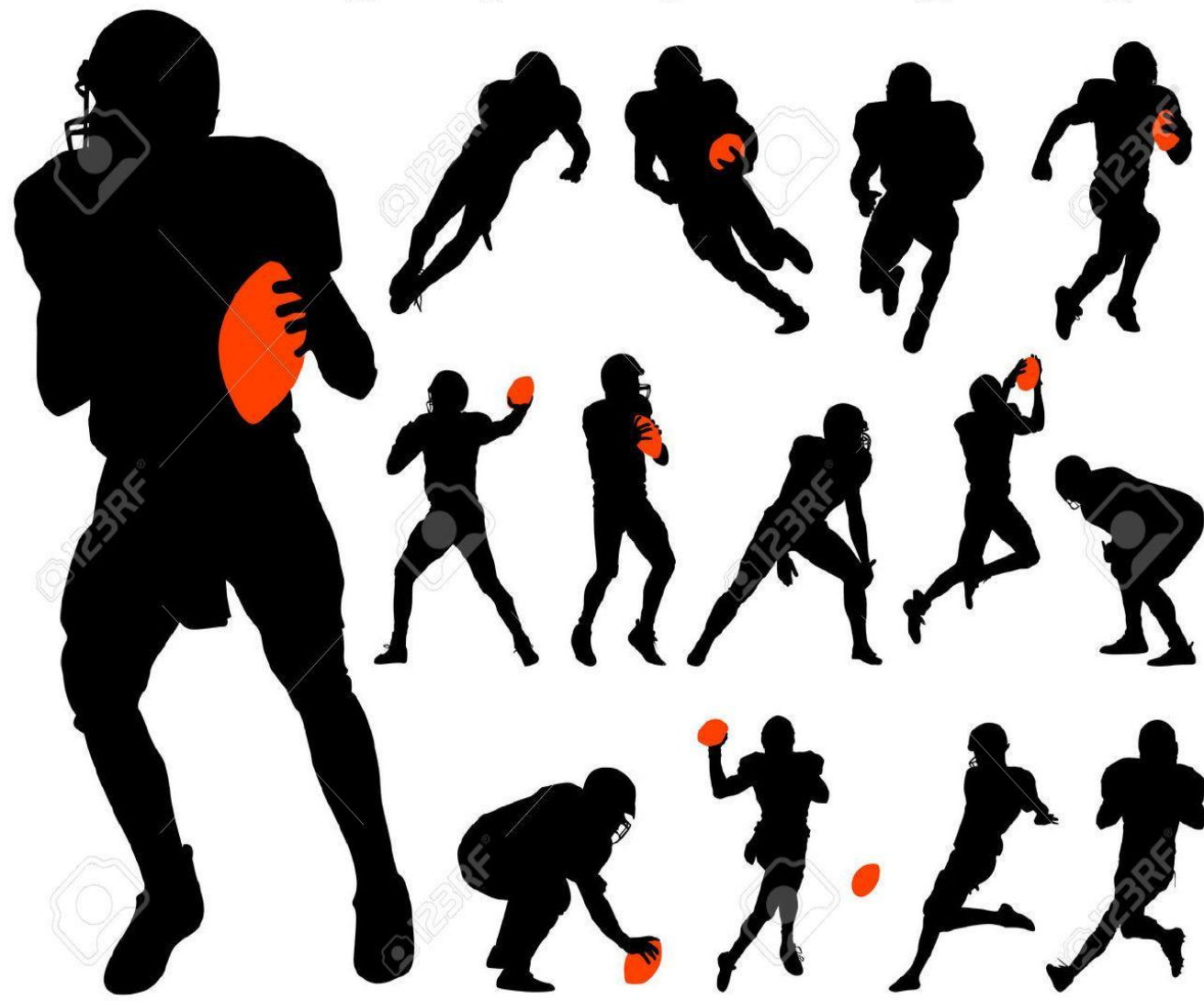
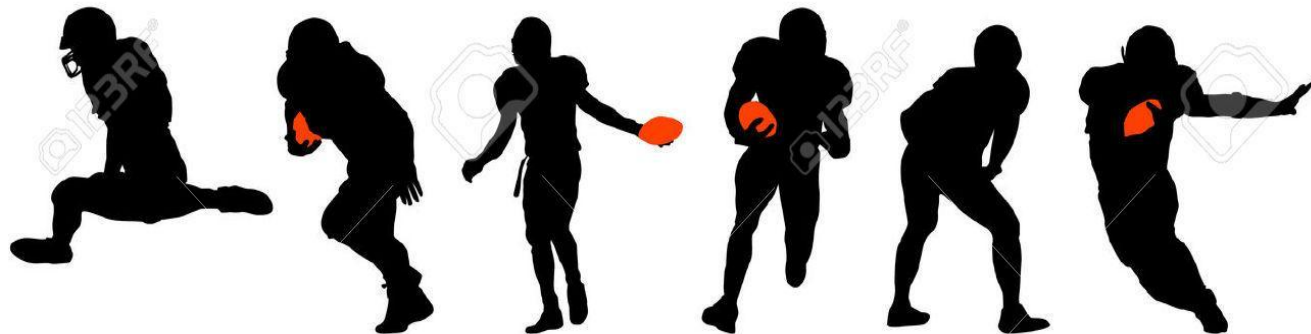
- Modern American philosopher Martin Gannon once wrote, «if you don't understand U.S. football, you will have difficulty in understanding U.S. culture»













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- tailgate party
  - individualism and competitive specialization
  - complex plays (playbook)
  - unpredictable outcomes, high risk, aggressive (violent), rich rewards
  - Teamwork + competitive specialization.



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- huddling -- people from different backgrounds and abilities come together periodically to solve short-term problems.
  - Football is the only game in the world having a huddle after every play.
  - ceremonial celebration of perfection.



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# Characteristics of the Metaphors

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- complex plays (playbook)
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Thank you!