



 UrbanMetaMapping



UrbanMetaMapping Semester Talks: Summer Term 2022 via zoom, 12.00 - 13.00 (CEST)

Registration via: talks.urbanmetamapping@uni-bamberg.de

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"Go home, bus! You come from, where Corona is!" The use of spatial metaphors as a tool for reducing complexity in times of a crisis.

Analysing propositions heard and collected from blogs during the first COVID-19 wave in March 2020, it becomes clear that space acts as a powerful tool for reasoning in everyday decision making. In essence, space often acts as a target domain for thinking about the task at hand rather than being an entity of its own.

Crises irritate everyday practice. In a heartbeat, well-established routines as well as discourses are at stake. In such moments, when the essentialistic appeal of the normative fails to provide solid ground for daily decision making, spatial metaphors provide a welcome rescue rope. As Johnson (1987) has pointed out earlier, mapping complex information on a target domain suitable for bodily enaction allows for quick decision making when other cultural techniques of reasoning are suspended. In consequence, in its function as a first aid tool, the spatial domain is prone both to assumption and fallacy.



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