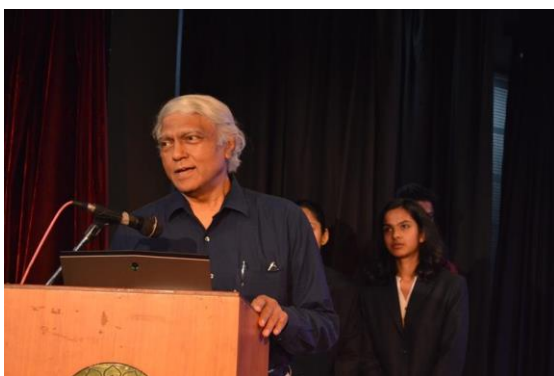


## **Metaphors : An Intuitive Understanding**

- Prof. B. Shekar, IIMB



MPBIM's Knowledge Forum and Madhav Prasad Birla Initiative for Higher Learning organized a talk titled **Metaphors : An Intuitive Understanding** on 25.10.2018. The talk was given by Professor Balasubramaniam Shekar of Indian Institute of Management Bangalore. Prof. Shekar teaches creativity at Indian Institute of Management Bangalore.



We are aware that metaphor has its origins in language and is typically viewed as a characteristic of language alone. However it has come a long way from this view, and is now pervasive in daily life in the form of thought and action limited only by our imagination. Today metaphors are used in advertising as a way to enhance the perceived value of a product.

Prof. Shekar commenced the talk by showing a metaphor-based advertisement. Establishing a linkage between darkness and silence he metaphorically evolved an audio equivalent for it (aural-shadows). He then demonstrated how it gets embedded in music thus enhancing the effectiveness of music. After pointing out some limitations of silence, he overcame these limitations leading to subtle forms of silence by taking cues from common occurrences in daily life. He exemplified its effectiveness in music. This process has relevance in the fields of advertising, communication, and marketing. After demonstrating the aural equivalents of dots and dashes, Prof. Shekar made the talk more interesting and meaningful by introducing the audience to the drawing of Escher and showed metaphorical correspondences in the music domain.



Nineteenth-century Dutch artist M.C. Escher was mathematically inclined and worked in a period between the Surrealist and Optical Art movements. Prof.

Shekar brought out features such as impossibility in Escher's art titled 'Waterfall'. He built clarity in the creation of this paradox with the help of geometric interpretations, architecture and perspective.



Finally he highlighted how this feature gets captured metaphorically in the audio domain. He demonstrated the same with a popular music piece directed by the late Bollywood music director R D Burman. Student executives conducted the event admirably.

