It matters what thoughts think thoughts. 
It matters what knowledges know knowledge. 
It matters what relations relate relations. 
It matters what worlds world worlds. 
It matters what stories tell stories.


There is so much more to be said, so much more reflection to be made, for a world made better than before, but built on a freedom that will release the joy of a shared life on a fragile planet.

President Michael D. Higgins, When Ideas Matter: Speeches for an Ethical Republic. 2016 , p. ix
Metaphor as Method

- Re - a prefix, occurring orig. in loanwords from Latin, used to form verbs denoting action in a backward direction (recede; return; revert), action in answer to or intended to undo a situation (rebel; remove; respond; restore; revoke), or action done over, often with the implication that the outcome of the original action was in some way impermanent or inadequate, or that the performance of the new action brings back an earlier state of affairs (recapture; reoccur; repossess; retype).

- https://www.merriam-webster.com/dictionary/re-
"Those words are most pleasant which give us new knowledge. Strange words have no meaning for us; common terms we know already. It is metaphor which gives us most of this pleasure." Aristotle in *Rhetoric*

**Metaphors of Transformative Change - Ian Hughes (2017)**

Far from being mere rhetorical flourishes, metaphors have profound purpose.

Metaphors depend on the relationship between concepts and experience; between “as-if” and “as-is” (Myerson & Rydin 1996).
Metaphor as the Foundation of Organizational Studies: Images of Organization and Beyond

John M. Jermier¹ and Linda C. Forbes²
• Metaphors have a reflexive quality ... both writer and reader are engaged in a game where both are aware that the utterance is literally false, but hold the promise that non-knowledge actually becomes better knowledge in understanding phenomenon at a deeper level of reality (Ravetz, 2003).

‘the most striking fact about the human response to climate change is the determination not to reflect, to carry on blindly as if nothing is happening’ (Hamilton 2015, p.38).
‘sustainability doesn’t come naturally’ to the human species (Dawkins 2001 cited in Jackson 2003).

The notion of limits as carried in the metaphor of carrying capacity may not provide us with “metaphors we might survive by”... not only are the most widely used and understood metaphors failing us, but they are part of the problem. (Norgaard 1995, p.129)

Feedback metaphors: scientific metaphors that harbour social values and circulate back into society to bolster those values (Larson, 2011).