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The figure of six metaphors a minute is based on Pollio et al 1977, but that of `one metaphor for every ten to twenty-five words' is from Graesser et al (1989), who analysed the use of metaphor in six TV debates and news programmes `broadcasted on the Mac Neil/Lehrer News Hour' (Graesser et al 1989 p.136) in April, 1958. In summary, the good news is that Clean Language practitioners can still cite the `six metaphors a minute' figure; what we have established is that its source is the research by Pollio et al (1977). It is also important to remember that Pollio et al present these numbers as estimates, albeit estimates that are derived from actual data rather than conjecture. Clean Language: Revealing Metaphors and Opening Minds. An excellent introduction to Clean Language with lots of examples of how you can use it in everyday interactions. Written by Wendy Sullivan and Judy Rees. You can get it through Anglo American Books Price £16.99. "This book promises to transform the way we think about language and meaning." "An in-depth yet highly accessible route-map for understanding the metaphorical nature of human perception, and for developing powerful skills for working in the domain of personal metaphor." Jamie Smart, Licensed NLP Trainer, CEO of Salad. "We've used Clean Language as a co-coaching model for 250 senior managers and it's gone down a storm." Location of Repository. Clean Sources: Six Metaphors a Minute? By PC Tosey, W Sullivan and M Meyer. Get PDF (325 KB). Publisher: University of Surrey. Year: 2013. OAI identifier: oai:epubs.surrey.ac.uk:806935. Provided by: Surrey Research Insight. Downloaded from <http://epubs.surrey.ac.uk/806935/7/Six%20metaphors%20a%20minute%20final.pdf>.