

**Ardalan, Kavous. "On the Use of Entertaining Metaphors in the Introductory Finance Course." Financial Practice & Education 8 (1998): 108-119. Professional Development Collection. EBSCO. 1 Dec. 2005.**

In this article, the author gives a definition of metaphors and talks about how the use of metaphors can be a useful tool for teaching and also hindering the process of learning at the same time. To understand any topic you must first have some kind of definition or background on the subject. Metaphors, much like analogies, help a person understand an unfamiliar subject by relating it to a familiar subject. It is believed that in relating a familiar subject to an unfamiliar subject, one can use the background and understanding of the old subject and apply it to the new subject, therefore increasing the person's ability to learn the new subject.

Two theories support the belief that metaphors help teach. The first one is the memory-enhancement hypothesis, which states that "metaphors serve a[s] memory function[s]...by developing 'elaborate encodings'" (2). In this hypothesis metaphors are thought as a metaphor for organizers. The second theory is the concretization hypothesis, which states that metaphors are thought to make a new idea concrete based on an old idea, thus creating a better understanding of the new idea.

On the other hand, it is said that metaphors hinder a student from learning due to the fact that a person may incorrectly relate the old topic to the new topic. A topic might be viewed one way by one person; therefore they use that for a metaphor. The person learning might view the topic in another way, thus causing a person to learn something that might be inappropriate to the subject.

This article ties into the topic of metaphors by defining metaphors and gives ways in which they are used. This article supports the findings of other researchers that have found that metaphors also hinder a students learning when metaphors are used in college and university lectures, not only by international students but also with people of that culture. This article also provides support to the researcher that contends that metaphors can be translated in numerous ways also causing problems.