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***Modeling Expressions, Conceptual Metaphors
and Metaphorical Uses of Formal Language***

It is often assumed that formal textbook presentations in mathematics aim to reveal the structural organization of mathematical concepts but, as it has been argued from different perspectives, what is characterized formally in such presentations leaves out a great amount of inferential organization of the notions underlying mathematical reasoning.

From the perspective of cognitive science, for instance, there are important conceptual metaphors that come into play when modeling mathematical expressions which help conceiving mathematical notions but none of such metaphorical uses can be reduced to literal expressions without losing the cognitive insight the metaphor was conveying. In my paper I will draw on some case-studies to discuss the relevant interaction between text and reader.

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