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***Metaphors Matter: The Analysis of Prezi Templates
Regarding Visual-Verbal Metaphors***

In April 2014, Prezi announced that its “zooming” presentation software reached 40 million users worldwide. With 30 million last October, Prezi has a record of 55,000 new signups every day in the last months. To explain its skyrocketing popularity, founders point to the increasing global need for effective communication, which Prezi fittingly serves with its versatility, dynamism, and visual design. In short, thinking and communication were given space, or rather, a spatial dimension. Prezi offers a blank canvas, a “virtual whiteboard”, for its users to fill it with the ideas they want to share; however, many presenters choose the pre-designed templates as bases of their presentations. The templates not only create a framework for the presentations, like a stage, a soccer pitch, or a road, their peculiarity is that they invoke basic metaphors, like LIFE IS A PLAY, STRATEGIES ARE TACTICS, or LIFE IS A JOURNEY. The fundamental idea behind Prezi, namely, that COMMUNICATION IS STORYTELLING, is already a metaphor. My presentation will demonstrate, through the analysis of popular templates, that one key reason why Prezi is increasingly popular is its use of metaphors. Cognitive linguistics and related disciplines revealed decades ago that metaphor is a core conceptual phenomena, which governs thinking and communication.

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