Aversion norm or DE familiarization is a term that formalists it was first introduced. They believe that the work of art, not automatic and amazing things to see is that, because of things after a while, replication of us are normal, so do not see it. We poetic language, we are faced with a fundamental change in the relationship between signifier and signified, i.e. Familiar language, signifiers, signified by certain, but the poetic language signifier, the signified can be found in the pelvis, and the audience to understand the signified a new, hard falls, and the longer perceived to be, and where it refers to the discovery, after some hesitation, more enjoyable, the audience will have a special effect. ‘s poetic language, the beauty side implicated in emotional and motivational speaking, hiding the core meaning of the word, and indeed with the usual meaning and familiar DE familiarization, are shown. Beauty in ordinary language, they do not see, thus implying that subtle poet highlighting the special meaning of the word in ordinary language is different, the vocabulary word meanings change, and where it is meant to transform Familiar word, because the audience is emotionally motivated, it is more effective. The poet does not read words into their common name, but it so describes it as if for the first time we've seen. Word to describe him, sometimes uses the common name of its components, and metonymy create, and sometimes it does not use the common name of its components, but another word to call it, uses, and in fact the word it brings a different metaphor, and thus far is the common standard language, new language makes.

Keywords: Norms, Metaphor, Badr shaker siab, Familiar language
این صفحه به معنای تاییدیه نمایه سازی مقاله در پایگاه استنادی سیویلیکا می‌باشد. در هر لحظه به منظور تایید اصلاحات این گواهی می‌توانید وضعیت ثبت مقاله را از طریق لینک فوق به صورت آنلاین کنترل نمایید.