

University Metaphors: A Study of Academicians' Perspectives

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Abstract

This study aimed at determining academicians' metaphor of 'university'. The study was designed in the general survey model. A total of 160 academicians, 82 of whom were from Turkey and 78 of whom were from other countries, participated in the study. As the data collection tool, the "Questionnaire for Academicians' University Metaphors" developed by the researcher was used. The findings obtained in the study revealed that the academicians participating in the study from Turkey used the metaphors of community, military and world for the metaphor of 'university' and that the academicians participating in the study from other countries used the metaphors of society, community and town. It was seen that the metaphors used for the metaphor of 'university' by the academicians from Turkey and from other countries were parallel to a great extent and that the most obvious difference was due to the metaphor of "university is a factory". In addition, depending on these findings, various suggestions were put forward for practice and for future studies.

Keywords: *University; metaphor; academician; university metaphors*