

Abstract: My paper tries to accommodate some groundbreaking concepts of high epistemological amplitude and the theoretical metadiscourses we use to understand and interpret the artistic / literary artifacts. Thus, in a context when knowledge fundamentally changes its condition and methodologies are working in an inter-/ multidisciplinary way, the idea of fiction is redefined, its territory is renegotiated, in accordance with the emergent forms of literariness.

Keywords: fiction; Richard Dawkins; meme; Gilles Fauconnier; Mark Turner; conceptual blending; mental space; Antonio Damasio.