Rhodri Lewis makes the insertion that Hamlet purposely distorts his reality through the use of his memories. The articles writer comes to this conclusion through Hamlet’s second syllable where after his father’s ghost demands that Hamlet avenge him and to always remember him, Hamlet in return responds that he will indeed seek and carry out vengeance against his father’s murderer and that he will also always remember his father. The article then goes on to describe how Hamlet talks about his memory and how this is used by Hamlet to distort his own reality and later goes on about memory erasure and how Hamlet uses language to get around that and his dealings with his father’s ghost. The article also goes on at length about how Hamlet lacks the clarity of his father’s image and his quest for vengeance and how he struggles with this.

The audience that the paper is trying to speak to seems to be other Shakespeare scholars and especially those interested in literary critique. This can be seen in the language and the tone that the author uses throughout the article that indicates that it’s meant for those who already understand Shakespeare. The subject matter itself in the article is something that the public for the most part would not be interested in with the people who would be interested in this type of subject matter being Shakespeare scholars and or those interested in different interpretations of Shakespeare. It’s also worth to point out the type of journal that the article is published in to help get an understanding of the audience it’s trying to reach. As such the article is published in a journal titled as the “Studies in philology” which proves, as previously suspected, that the article is not aimed towards a mass audience as most people probably wouldn’t even know what Philology means. Philology itself also gives us a direct answer towards the articles intended audience in that Philology is the study of structure, historical development, and the relationship of language and between other languages. As such it’s easy to gather from this that the article intended audience is Shakespeare scholars who are interested in how the language in Hamlet, specifically that of metaphors, is used to portray the struggle of the character.

The argument the author is trying to portray is that memory plays a big part in Hamlet’s character and how this comes to be through the many uses of metaphors and “mnemonic activity” The article goes about this by restructuring the second soliloquy and by bringing up Aristotelian ideas in regards of memory and the collection of memory. The author also uses a lot of sources dealing with how memory works with a lot of the sources, as stated before, being from Aristotle. It is interesting in that almost all the sources in the article deal with in some shape or form memory and metaphors. The author also uses some of Shakespeare’s other plays to prove his point with some of the plays being Henry VI and Romeo and Juliet.