

RaAM news

The Association for Researching and Applying Metaphor

THIS ISSUE

2 Cagliari - looking back

3 RaAM seminar news

4 EC elections

5 New website

6-7 Events

8-11 Papers, chapters, books

11 Early career prize

12 RaAM members

13-26 Reports

RaAM

Visit the website at
<http://www.raam.org.uk> for
 details on upcoming RaAM
 events

Message from the chair: Andreas Musolff

The RaAM conference and its associated Workshop in Cagliari, Sardinia in July, were a great success and many presentations are now available on our [website](http://www.raam.org.uk).

Grazie Mille ancora to the organizers, and even more thanks to the outgoing Executive Committee members, especially to the Chair, Alan Cienki, and the Secretary, Graham Low, for developing RaAM into a thriving research organization over the past years! The new executive committee will try to build on their work and further intensify internationalization and interdisciplinarity. The AGM in Cagliari discussed several new initiatives regarding increased publication of our activities and conferences, which we shall try to develop into policy proposals before the next AGM.

The Cagliari AGM received two presentations about the upcoming main RaAM events, i.e. the **2015 Specialised seminar**: "Metaphors in/and/of translation", to be organised by Lettie Dorst at the University of Leiden, Netherlands. (Dates: 10-12 June 2015), and the **2016 RaAM 11 Conference**: "Metaphor in the arts, media and communication" at the Freie Universität Berlin and the European University Viadrina (Frankfurt/Oder), Germany, to be organized by Hermann Kappelhoff and Cornelia Müller. (Approx. Dates: 15-18 June 2016). Both bids were accepted by the AGM.

Bids for the following seminar and conference (2017/2018) are welcome! (for details see <http://www.raam.org.uk/conferences/call-for-bids/>)

Highlights

[RaAM Specialised Seminar, p.3](#)

10-12 June 2015

The RaAM Specialised Seminar 2015 will be hosted by the Leiden University Center of Linguistics in the Netherlands. The theme will be *Metaphor in/and/of translation*.

[EC elections, p.4](#)

New officers elected

Four posts were up for election in June: Chair, Secretary, Postgraduate Liaison, and two Ordinary Members.

[Website face-lift p. 5](#)

Check out the new functionalities of the RaAM website

[RaAM early career prize p. 11](#)

Line Brandt is winner of this year's RaAM early career prize. Her research paper is entitled "Metaphor and the Communicative Mind".

The newsletter editor reserves the right to edit and adjust contributions. By contributing you agree that your content will be made available in the public domain.

Looking back at RaAM 10, Cagliari

RaAM 10 conference Metaphor in Communication, Science, and Education

**University of Cagliari, Sardinia
20-23 June, 2014**

The Department of Education, Psychology, Philosophy hosted the conference, which gathered scholars from **43 countries**. After a process of double blind review, **134 abstracts** were accepted in presentation or poster formats, with an **acceptance rate of about 0.60** for each topic: communication, science and education. The final program – gender balanced and genuinely interdisciplinary – had a **poster section** and **34 presentation sections** on the following topics:

- Humour and Verbal Irony
- Metaphors and Science
- Metaphors and Political Communication
- Visual Metaphors
- Metaphors in Discourse
- Metaphors in Academic Language
- Metaphors in Illness Discourse
- Theoretical perspectives on Metaphors
- Corpus-based approaches to Metaphors
- Metaphors in Media and Arts
- Metaphor and Education
- Metaphor and the Media
- Metaphors and Climate Change
- Multimodal Metaphors
- Metaphor in the Mind
- Metaphors and Economics
- Experimental approaches to metaphors
- Metaphors and Cognitive Disorders
- Metaphor and Metonymy
- Metaphors and Emotions
- Metaphor in Conversation
- Metaphors and L2 acquisition
- Metaphors in Sign Languages
- Metaphors and (Inter)cultural communication
- Metaphors and similes
- Metaphors in Motion
- Metaphor and Philosophy

REPORTS

Read conference reports by Bursary Winners on pages 14-26.

[conference pictures](#)

The four-day conference featured **three plenary sessions** and **two themed panels** on metaphor in human and natural sciences. The event was characterised not only by very interesting scientific debates but also by social activities which allowed for a convivial and friendly atmosphere. Conference participants were especially impressed by the social trip to Isili and Barumini - the history, rituals, museums but also food, dance and music.

The local Organising Committee deserves a special thanks to the team of students of the School of Communication Sciences and the post-graduate course in Management of Communication Products who helped organising the conference.

RaAM 11 in 2016

Metaphor in the arts, media, and communication

Freie Universität Berlin & European University Viadrina (Frankfurt/Oder)

Local organisers:
Hermann Kappelhoff and Cornelia Müller

Approximate dates: 15-18 June 2016

Call for abstracts - 5th RaAM specialised seminar

Metaphors in/and/of Translation

Leiden University Centre for Linguistics (LUCL), Leiden, Netherlands

10-12 June 2015

Plenary Speakers

Jean Boase-Beier (University of East Anglia, UK)

Christina Schäffner (Aston University, UK)

Dimitri Psurtsev (Moscow State Linguistic University, Russia)

Local organizers

Lettie Dorst (Leiden University)

Alan Cienki (VU University Amsterdam)

Tony Foster (Leiden University)

Katinka Zeven (Leiden University)

Metaphors in/and/of Translation

The theme of the 2015 seminar is “Metaphors in/and/of Translation”. The goal of the seminar is to advance the study of metaphor (and other forms of figurative language) through the analysis of metaphors in and of translation. By considering how metaphors are translated in different domains of discourse (e.g., legal texts, literature, business communication and science), and how different tools (e.g., corpora, MIP(VU)) can be used to investigate real-world issues in translation theory, practice and education, the seminar aims to add to our understanding of metaphor as a matter of language, thought and communication in interlingual and intercultural settings. The seminar will promote multidisciplinary, cross-cultural research and collaboration and will encourage the use of different theoretical frameworks and research methods.

Programme

The programme will combine plenary talks with a number of hands-on, real-world workshops. In addition, regular 20-minute paper presentations and a poster session will be organised.

Call for Abstracts

Abstracts are invited for paper presentations and posters. Abstracts should be no more than 300 words (excluding references) and will need to be submitted via our seminar website (link to follow). All submissions will be reviewed by an international scientific committee.

- The deadline for abstracts is 5 December 2014.
- Notification of acceptance or rejection will be sent by 19 January 2015.

Please visit the [seminar website](#) for further details.

New RaAM Executive Committee members

In June 2014, during the RaAM10 Conference in Cagliari, Italy, the new **RaAM EC** was elected.

New members to the Committee are **Susan Nacey** (Secretary), **Albert Katz** (Ordinary Member), and **David O'Reilly** (Postgraduate Liaison).

One member of the EC changed post (**Andreas Musolff**, now Chair) and one was re-elected (**Gill Philip**, Ordinary Member).

We would like to thank our departing members **Alan Cienki** (chair), **Graham Low** (Secretary) and **Ewa Biernacka** (Postgraduate Liaison) for their enthusiasm and hard work over the past years.

Albert Katz, Ordinary Member

Albert Katz is a Professor in the Psychology Department, and its former Chair, at Western University in London, Canada. An active researcher for over 35 years, he is an Associate Editor of *Metaphor and Symbol*, has published numerous empirical studies, and written/co-edited three books on metaphor.

Susan Nacey, Secretary

I am an associate professor in the English Department at Hedmark University College in Norway. I have worked with metaphor since 2006, being particularly interested in using spoken and written corpora to investigate L2 learner language. I will do my best to follow in Graham Low's footsteps as RaAM secretary!

David O'Reilly, Postgraduate Liaison

David O'Reilly is studying for a PhD in Education (University of York, UK). His research revolves around metaphor for foreign learners of English, metaphoric competence and depth of vocabulary knowledge. David spent several years as an EFL teacher in Serbia and has interests as diverse as painting, surfing and Balkan cuisine.

Want to share your own RaAM presentation?
Please send it to webeditor@raam.org.uk
A number of RaAM 10 presentations are already
available on the [website](#).

Any news for the newsletter? Send your
contribution to newsletter@raam.org.uk

Digitally RaAM

RaAM website:

<http://raam.org.uk/>

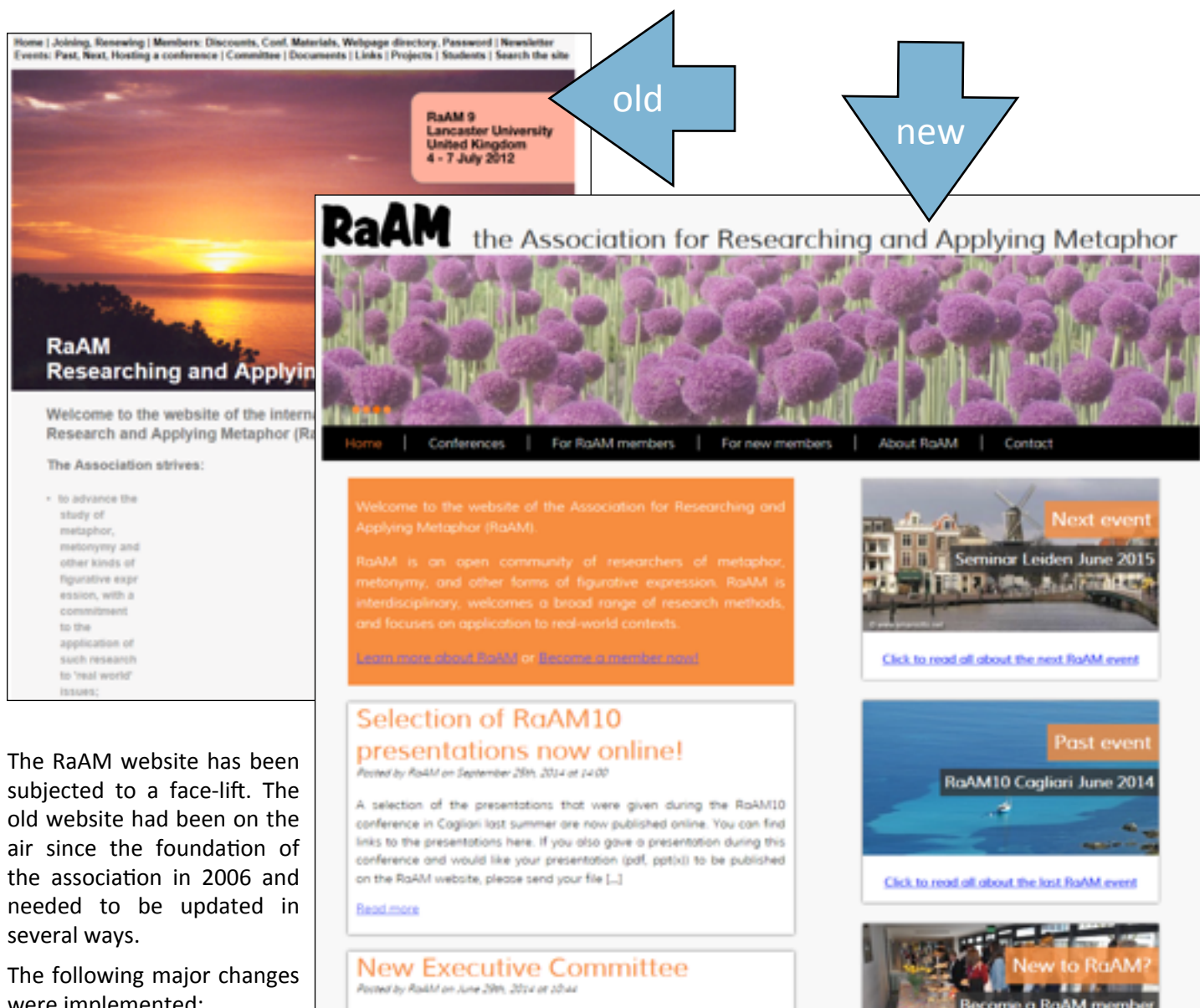
RaAM on Facebook:

<https://www.facebook.com/groups/100767151851/>

RaAM List:

http://raam.org.uk/mailman/listinfo/metaphor-l_raam.org.uk

RaAM website face-lift



The RaAM website has been subjected to a face-lift. The old website had been on the air since the foundation of the association in 2006 and needed to be updated in several ways.

The following major changes were implemented:

Change of look: this is the most obvious change to the website. There is a new colour scheme and the general layout has been given a new look.

Change in organisation of information: we have created a new menu to facilitate navigation on the website.

Change in ease of usability: this is what happens behind-the-scenes. We have created the new website on the basis of a flexible and easy to use content management system (Wordpress).

Of course, not everything on the website is new. A lot of information from the old website has been restyled and copied to the new website. However, not all information from the old website has been transferred to the new website yet; this is an on-going process. We will also continue to add new features and information over time.

If you have any comments or suggestions, if you find that essential information is missing, or if you find errors of any kind, please contact RaAM's webeditor, Gudrun Reijnierse, at webeditor@raam.org.uk.

Upcoming events

Metaphor in academic conversation

18 Oct, 2014

University of Extremadura, Spain

Symposium following AELCO

Keynote speakers:

Annelie Ädel (University of Dalarna)

Fiona MacArthur (University of Extremadura)

Including hands-on workshops!

[Details](#)

Free registration!

13th International Cognitive Linguistics Conference

20-25 July, 2015

Northumbria University, UK

Theme: *Bringing together theory and method*

Plenary speakers:

Adele Goldberg (Princeton University)

Martin Haspelmath (MPI Evolutionary Anthropology)

Mirjam Fried (Charles University, Prague)

Hans-Jörg Schmid (Ludwig Maximilian Univ. Munich)

Ronald Langacker (University of California, San Diego)

Gabriella Vigliocco (University College London)

[Details](#)

Theme Session on “Producing Figurative Language: linguistic, psychological and computational perspectives (at the 13th ICLC)”

20-25 July, 2015

Northumbria University, UK

Session organisers:

John Barnden and *Andrew Gargett* (both at School of Computer Science, University Birmingham)

Brief details:

Whole day event, 12 talks, plus open discussion sessions. Further details will be provided closer to the event via the main [conference website](#).

CSDL 2014 (Conceptual Structure, Discourse, and Language)

4-6 Nov, 2014

Santa Barbara, USA

Plenary speakers:

Elizabeth C. Traugott (Stanford)

William Croft (University of New Mexico)

Adele E. Goldberg (Princeton)

[Details](#)

33rd AESLA conference

16-18 April, 2015

Technical University of Madrid (UPM), Spain

Conference theme: *Multimodal communication in the 21st century: Professional and academic challenges*

Keynote speakers:

Charles Forceville (UvA)

Francisco Ruiz de Mendoza (Universidad de La Rioja)

Jorge Díaz-Cintas (University College London)

Magali Paquot (Lorraine University)

Joaquín Garrido (UCM)

Deadline for abstract submission: 30 Nov. 2014

[Details](#)

V International Conference on Metaphor in Language and Thought

7-9 Oct, 2015

UFMG, Belo Horizonte, Brazil

Conference theme: *Metaphor and Language Teaching*

CALL FOR SUBMISSIONS IS NOW OPEN!

Deadline: 13 Feb. 2015

[Details](#)

Upcoming events

2nd Int. Symposium on Figurative Thought and Language

28-29 Oct, 2015

University of Pavia, Italy

Symposium following AELCO

Plenary speakers:

Stefano Arduini (Università di Urbino)

Angeliki Athanasiadou (Aristotle University of Thessaloniki)

Mario Brdar (Osijek University)

Herbert Colston (University of Alberta)

Zóltan Kövecses (Eötvös-Loránd University)

Klaus-Uwe Panther (Nanjing Normal University)

Günter Radden (University of Hamburg)

Francisco José Ruiz de Mendoza Ibánéz

(University of La Rioja)

Luca Vanzago (University of Pavia)

Deadline for abstracts: 28 March 2015

[Details](#)

Preliminary call for papers

8th AISB Symposium on Computing and Philosophy: The Significance of Metaphor and Other Figurative Modes of Expression and Thought

20-22 Apr, 2015

University of Kent, Canterbury, UK

John Barnden and Andrew Gargett – CO-CHAIRS (both at School of Computer Science, University Birmingham), *Yasemin J. Erden* (Philosophy programme director at St Mary's University), *Mark Bishop* (Prof of Cognitive Computing at Goldsmiths, University of London)

Details:

The Society for the Study of Artificial Intelligence and the Simulation of Behaviour (AISB) is the largest Artificial Intelligence Society in the United Kingdom. For the 2015 round of the AISB's annual convention, we will be organising the latest instalment of the Computing and Philosophy symposium (a regular feature of the Convention) with the theme "The Significance of Metaphor and Other Figurative Modes of Expression and Thought".

While planning is at an early stage, we would like to make a preliminary call for papers, in the interests of informing the community about what we expect to be an exciting event.

The symposium will be 2 days in length, and will involve talks, posters, and one or more panels (with key researchers being invited to start off a general discussion with brief position statements). We will ask the broader research community to propose panels, though we have various provisional suggestions of our own that could go ahead if nothing more appropriate is proposed. For now, two suggestions are:

"Un/consciousness of figurative language" and "Embodiment and figurative language."

Accepted submissions will need to be revised as full papers for the proceedings of the AISB Convention. Finally, the symposium is interdisciplinary in a fairly novel way, and the possible topics quite varied, so there is lots of scope for different types of submissions.

We will be releasing more information quite soon, so please visit the AISB website for [details](#).

Website for symposium: <http://www.cs.bham.ac.uk/~gargetad/AISB-CP-2015.html>

Call for participation

SemEval 2015 Task 11: Sentiment Analysis of Figurative Language in Twitter

Dec 5, 2014 Evaluation starts

Dec 20, 2014 Evaluation ends

Jan 30, 2015 Paper submission due

Feb 28, 2015 Paper reviews due

Mar 30, 2015 Camera-ready papers due

Summer 2015 SemEval workshop

For more info, contact: tony.veale@ucd.ie

[Details](#)

Request for expression of interest

Collaboration on developing MIPVU in different languages/ cross-linguistic comparison

Contacts:

Tina Krennmayr (VU Univ. Amsterdam, t.krennmayr@vu.nl),

Andrew Gargett (Univ. of Birmingham, A.D.Gargett@cs.bham.ac.uk)

Brief details:

We are interested in initiating a collaboration for researchers working on the MIPVU in different languages. This collaboration would in the first instance involve investigating ways in which we might pursue cross-linguistic work on the MIPVU, with an immediate aim of setting up a more formal framework to support such collaboration (e.g. across institutions, countries, etc), and with a longer-term view to providing a venue for presenting and developing such work. If this seems of interest to you, please contact us using the email addresses above.

New articles & book chapters

Cameron, L., Pelosi, A., & Feltes, H. P. D. M. (2014). Metaphorizing Violence in the UK and Brazil: A Contrastive Discourse Dynamics Study. *Metaphor and Symbol*, 29(1), 23-43.

Fischer, E. (2014). [Philosophical Intuitions, Heuristics, and Metaphors](#). *Synthese*, 191 (3), 569-606.

Fischer, E. (2014). Messing Up the Mind? Metaphors in Analogical Reasoning. In H. Jales Ribeiro (Ed.), *Systematic Approaches to Argument by Analogy*. Dordrecht: Springer, pp. 129-148.

Gargett, A.D. & Barnden, J.A. (in press). Gen-Meta: Generating metaphors by combining AI and corpus-based modeling In Web Intelligence and Agent, special issue for the 2013 Conference on Taiwanese Association for Artificial Intelligence.

Lantolf, J. P., & Bobrova, L. (2014). Metaphor instruction in the L2 Spanish classroom: theoretical argument and pedagogical program. *Journal of Spanish Language Teaching*, 1(1), 46-61.

Musolff, A, MacArthur, F. and Pagani, G (eds.) (2014). *Metaphor and Intercultural Communication*. London: Bloomsbury Linguistics.

Musolff, A. (2014). Metaphors: sources for intercultural misunderstanding? *International Journal of Language and Culture* 1(1): 42–59.

Musolff, A. (2014). Metaphorical parasites and “parasitic” metaphors: Semantic exchanges between political and scientific vocabularies. *Journal of Language and Politics* 13(2): 218-233.

Steen, G.J. (2014). Translating metaphor: What’s the problem? In D.R. Miller and E. Monti (Eds.), *Translating figurative language*. Bologna: Alma Mater Digital Library, pp. 11-24.

Steen, G.J. (2014). Metaphor and style. In P. Stockwell & S. Whiteley (Eds.), *The Cambridge handbook of stylistics*. Cambridge: Cambridge University Press, pp. 315-28.

Steen, G.J. (2014). The cognitive-linguistic revolution in metaphor studies. In J. Littlemore & J. Taylor, J. (Eds.), *Companion to cognitive linguistics*, London: Bloomsbury Linguistics, pp. 117-142.

Sun, Y., & Jiang, J. (2014). Metaphor use in Chinese and US corporate mission statements: A cognitive sociolinguistic analysis. *English for Specific Purposes*, 33, 4-14.

Winter, B., Perlman, M., & Matlock, T. (2014). Using space to talk and gesture about numbers: Evidence from the TV News Archive. *Gesture*, 13, 377-408.

This paper on embodied mathematics and how gestures reflect metaphors such as MORE IS UP, highlights a new tool that can be fruitfully applied to multimodal metaphor research, [the TV News Archive](#) (free and immediately available to use).

New books



Gredel, E. (2014). [Diskursdynamiken: Metaphorische Muster zum Diskursobjekt Virus](#). Berlin: Mouton de Gruyter.



includes three chapters on metaphor:

Sloppy Selfhood: Metaphor, Embodiment, Animism, and Anthropomorphization in Japanese Language and Culture (Debra J Occhi)

Experiences as Resources: Metaphor and Life in Late Modernity (Lionel Wee)

An Analysis of Metaphor Hedging in Psychotherapeutic Talk (Dennis Tay)

Yamaguchi, M., Tay, D., & Blount, B. (Eds.). (2014). [Approaches to language, culture, and cognition. The intersection of cognitive linguistics and linguistic anthropology](#). Houndmills, Basingstoke, New York: Palgrave Macmillan.

Project updates

Corpus of Visual Metaphors - Now online!

Marianna Bolognesi, *Metaphor Geeks*, and Gerard Steen, *Metaphor Lab*

VisMet Baby, the pilot for an even larger corpus of visual metaphors, was launched this summer. The VisMet corpus serves as an online repository for students and researchers from different academic fields interested in understanding, analysing, and comparing visual metaphors and their configuration with other visual tropes, across a variety of images and genres.

The corpus can be accessed at <http://www.vismet.org/VisMet/>. If you are in need of high-quality materials for which the rights have already been secured, please visit the website! The corpus is hosted by the [Metaphor Lab](#) (Faculty of Arts, VU University Amsterdam) and was developed in collaboration with the [Network Institute](#) (VU University Amsterdam) and [Metaphor Geeks](#) (International Center for Intercultural Exchange).

Since its launch, a number of images have been annotated and the results of the annotation have been evaluated to improve reliability and validity. The annotation process for the corpus in its current size is expected to be completed this year.



Any questions, comments and submissions can be sent to info@vismet.org. Updates on further development of the corpus and the web interface will be posted on the [Metaphor Lab website](#).

The Conceptual Metaphor Analysis as a Tool for Teachers' Beliefs in Teachers of Educational Institutions in the Commune of Concepción

Funding agency: Fondecyt (The Chilean National Fund for Scientific and Technological Development)
 Duration of project: October 2013 – October 2016
 Researchers: Paola Alarcón (palarco@udec.cl),
 Jorge Vergara (vergara.moprales@gmail.com)

In this project, conceptual metaphor is a tool to collect and analyse the beliefs of teachers in the Chilean educational system. The overall objective of the study is to identify metaphorical systems on the role of teachers in Chilean schools.

The research is based on an interpretive paradigm and has a phenomenological design. The decision to opt for this kind of design was based on the purpose of studying the meanings that emerged from the interpretations of teachers, who from the perspective of the metaphor represent how teaching practices are constructed and represent how they build up their professional role and the image of themselves. The study applies a qualitative as well as a quantitative methodology.

During the first year of this research, we have advanced in the development of tools for the elicitation of metaphors through a pilot study: these include a questionnaire, a group discussion and a rank order scale. We hope that the results of the study will be useful to the discussion of the role and the professional identity of teachers. We also aim to contribute to the dealing of metaphor through a research design that is valid and reliable, and which can be replicated in other educational settings and in other areas of knowledge.

NEW RESEARCH GROUP

Together with a group of teachers from the Universidad de Concepción, Chile, and with the collaboration of other colleagues from abroad, we have created the research group called Grupo de Estudios de Metáfora Aplicada, GEMA, (group of applied metaphor studies) which aims to study conceptual metaphor in different areas (speech analysis, translation, teaching, grammatical analysis, teacher cognition, social cognition, literary studies, etc.). To support our work, we intend to strengthen academic interaction with specialists from different countries, especially from Spanish speaking ones. Therefore, we invite interested colleagues to contact us through the following email address: gemaudec@gmail.com.

Project updates

Fiona MacArthur, Ana Piquer, Jeannette Littlemore, Tina Krennmayr and other non-RaAM members of the research team who have been looking at the use of metaphor in office hours' consultations are pleased to announce the recent launch of its website **EuroCoAT** (European Corpus of Academic Talk) at <http://www.eurocoat.es/home>. Researchers interested in having access to the 27 transcripts of the conversations recorded in five different European universities should use the contact form on the website, in order to download the corpus files in PDF or XML. Details of the method used to identify metaphors in these conversations, and the overall findings will be soon available on the website.

European Corpus of Academic Talk

freely available



GenMeta: Generating metaphors using a combination of AI reasoning and corpus-based modelling of formulaic expressions

Birmingham University, UK

Funding scheme: MC-IIF International Incoming Fellowships (IIF)

The GenMeta project is now into its final year of a 2-year Marie Curie IIF, with RaAM members *Andrew Gargett* (as fellow) and *John Barnden* (as supervisor). With the initial phase of automatically detecting and understanding metaphor now well in hand, we are turning to focus on automatically generating metaphorical expressions. For the understanding side of the work, we have employed machine-learning tools to detect patterns of metaphorical usage in natural language corpora. We are working with established corpora (specifically the Amsterdam Metaphor Corpus), but we are also collecting online data in two domains, illness discourse and political conflict discourse. This phase aims to deliver tools for automatically detecting and understanding metaphor in natural language, across domains.

The second phase of the project, generating metaphor, is gathering speed, employing results from the first phase to exploit patterns found in our initial detection-&-understanding work. This earlier work identified interesting patterns of sentiment (metaphor systematically associates with patterns of sentiment) and conventionality (e.g. our empirical work indicates different metaphors are used for different illnesses) in metaphorical expressions, and we are seeking to utilise such results to control aspects of the system's output. We are currently working on making these and other project tools available.

We have presented results at various workshops and conferences, including TAAI 2013 (Taiwan), LREC 2014 (Reykjavik) and RaAM 2014 (Cagliari), and have a journal article coming out later this year (see p. 8). During summer, we organised a very successful workshop on "Figurative language: its patterns and meanings in domain-specific discourse". Keynote speakers were: Shlomo Argamon (Illinois Institute of Technology, USA), Veronika Koller (Lancaster University, UK), Paul Rayson (Lancaster University, UK), Josef Ruppenhofer (Hildesheim University, Germany), Tony Veale (University College Dublin, Ireland). There were a range of other talks and presentations (for more details, please see the [website](#).)

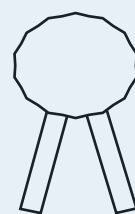
We are organising upcoming events in 2015, such as a theme session at ICLC 2015 on "Producing Figurative Language: linguistic, cultural, philosophical, psychological and computational perspectives" (see p. 6), and the 2015 AISB

Symposium on Computing and Philosophy ("The Significance of Metaphor and Other Figurative Modes of Expression and Thought" (see p. 7).

During the project so far we have been very fortunate in collaborating with major metaphor research initiatives and groups, in particular, the Embodied Construction Grammar group at the [International Computer Science Institute](http://www.international-computer-science-institute.org), University of Berkeley, USA) and the Metaphor in end of Life Care project (Metaphor in end of Life Care, Lancaster University, UK). We would be very interested in talking to potential collaborators about current and future research, including plans we are developing for follow-on projects, including extending the approach to other domains, but also across languages and cultures. If anyone is interested in contacting us about this or related matters, please feel free to contact John Barnden (J.A.Barnden AT cs.bham.ac.uk) or Andrew Gargett (A.D.Gargett AT cs.bham.ac.uk).

Line Brandt wins RaAM Early Career Research Paper Prize

On the occasion of the thirtieth anniversary of the first cognitive-semantic theory of metaphor – Metaphors We Live By (1980) – her winning paper "[Metaphor and the Communicative Mind](#)" presents a communication-oriented perspective on the practice of metaphor analysis. Through discussion of contemporary metaphor theories, it identifies a number of unresolved issues. Among these are the notions of domains, mental spaces and binding, the unidirectionality hypothesis, the emergence problem, the significance of pragmatic context, and the philosophical status of representations. The theories discussed are conceptual metaphor theory, conceptual integration theory, the neural theory of language, the attribution model of metaphor, semiotic integration theory, and relevance-theoretic approaches to metaphor including the hybrid theory of metaphor. Comparing analyses and explanatory frameworks, the paper offers a theoretical and methodological critique of these approaches – as food for thought and fuel for prospective future research projects in cognitive linguistics and beyond.



The prize aims to encourage the production and dissemination of high quality research in the field of metaphor and is awarded biennially for the best paper published by a researcher who has recently completed a PhD.

The prize recipient is the author of the recent monograph [The Communicative Mind](#) (2013) which introduces contemporary linguistics to the notion of enunciation – the situated act of language use – and demonstrates the significance of subjectivity/ intersubjectivity and turn-taking interaction in natural semantics. Presenting the first available comprehensive in-depth critique of Conceptual Integration Theory, the core chapter re-examines well-known examples in metaphor research, like the "gravedigging" and "butcher-surgeon" metaphors, within a novel analytical framework that takes the pragmatic context of enunciation into account and further develops the notions of relevance, mental spaces and meaning construction.



Line Brandt, currently a researcher at Lund University at the Centre for Languages and Literature, is an interdisciplinary scholar, lecturer, translator, and editor of literary and academic journals and books. She holds a Ph.D. in cognitive semiotics and a joint Master's degree in philosophy and English. Her publications include translations of literature and literary theory, an introductory book on cognitive poetics, and academic papers on topics in cognitive linguistics and philosophy.

LIFE IS A JOURNEY on Youtube

An Animated Metaphor explains the basic idea underlying the LIFE IS A JOURNEY metaphor in a short animation film accompanied by voice-over text.

Charles Forceville (University of Amsterdam) and two animation students, Wietske Koelma and Iris Adriaansz (HKU) collaborated to create a short animation film called "LIFE IS A JOURNEY: an animated metaphor." The film illuminates the "embodied nature" of the metaphor for lay people. It will also appeal to metaphor experts. This project is a way to explore how bridges can be built between scholarly theory and practices, however defined, outside of academia.



Feel free to use the film in your teaching or to share it with others!
<https://www.youtube.com/watch?v=MvocTKD5o5A>

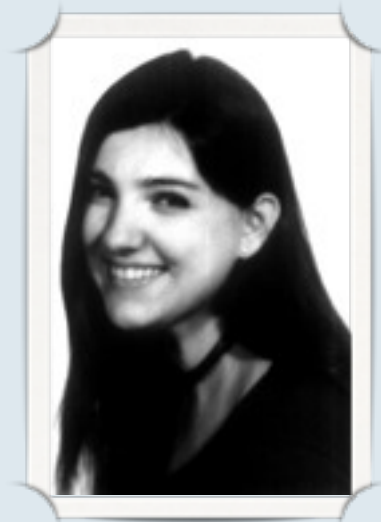


New RaAM member

Joanne Pawliczak

I am a PhD student at the Department of Applied Linguistics and English at the University of Lodz (Poland). I am currently studying on a scholarship at The Bolton University (United Kingdom).

In my PhD project *Time Metaphors in English – a Corpus Based Study* (supervisor: Barbara Lewandowska-Tomaszczyk), I investigate time collocations which convey metaphorical meaning in English (the main source of the material is the British National Corpus). What is more, I carry out research on how native speakers of English conceptualise time in their minds. Apart from writing my PhD dissertation I enjoy teaching, especially Academic Writing with elements of creative writing. During my PhD studies I have completed two very interesting specialisations: Editing of Literary Texts and Teaching Polish as a Foreign Language.



REPORT & upcoming event

The 2nd International Summer School - Metaphor in Science and Arts

by Mariia V. Suvorova, Svetlana L. Mishlanova
Perm State National Research University



The 2nd International Summer School Metaphor in Science and Arts took place at Perm State National Research University, Perm, Russia this past July. For the second time the university welcomed metaphor scholars and students from Perm, Ekaterinburg and other cities. This year's programme included 5 lectures given by leading Perm researches in the fields of intercultural communication studies, translation studies, and metaphor studies (Larissa M. Alekseeva, Natalia V. Shutynomova, and Svetlana L. Mishlanova): *Metaphor in Science*, *Visual Metaphor*, *Metaphor in Arts*, *Metaphor in Philosophy*, and *Metaphor in Intercultural Communication*.

A number of classes were held as well. For example, Ekaterina Isaeva focussed on the use of MIPVU (Steen et al., 2010) and the Five Step Analysis (Steen, 2009). Participants were also taught how to use different corpora, such as *VisMet* created by the Metaphor Lab (VU University Amsterdam), the *Russian National Corpus (RNC)*, and the *Multimodal Russian Corpus (MURCO)*. In addition, the participants created metaphor bibliographies relevant to their own research topics.

On the 3rd day of the school, a conference on studying metaphor in various types of discourse took place. Each participant got feedback from lecturers and fellow students and was invited to submit a short article to the annual journal *Foreign Languages for Special Purposes*. The plenary speakers at the conference were Svetlana Mishlanova and Eugene Bogatikova presenting "Reconceptualising RaAM10". The presentation was devoted to the current interests in the field of metaphor studies which had been discussed during the RaAM10 conference in Cagliari.

The 4th and the 5th days of the school were devoted to the *Creating Permian Metaphor project* which was initiated last year at the 1st International Summer School. Participants spent a day outside the university looking at the city itself as a metaphor to find out how Perm is conceptualized by its inhabitants and guests. They were invited to use all kinds of media from printed handouts to songs to short films to present their ideas.

The most exciting presentations were about *Perm as a City of Bears* and *Perm as a Book about Love*. The authors of the former discovered how the famous stereotype is recreated by the city's management to enrich the image of Perm as a modern city and the cultural capital of the region. The authors of the latter researched how a theme route The Red Line of Perm (which covers 16 places related to love stories of famous citizens) merges the *city is a text* (suggested by Vladimir V. Abashev, PSU), *life is a journey* and *love is a journey* metaphors to help visitors read the city as a book about love. We are hoping for an equally successful continuation of the project in 2015.



The 3rd International Summer School Metaphor in Science and Arts will take place at Perm State National Research University, Perm, Russia, in summer 2015. The exact dates will be announced on the [university's website](#) in spring.

Reports on the RaAM 2014 conference (Cagliari)

by the Bursary Winners

REPORTS

4 days, 34 parallel sessions, 113 presentations, 19 posters, 3 keynote speeches, 3 fantastic social events, numerous tweets and one approachable, helpful conference team in a sunny, friendly city. RaAM10 was grand.

As a PhD student new to metaphor analysis, I was overwhelmed by the variety of perspectives from which metaphor and metonymy were approached and the diversity of the methods that were employed. But the sheer scale of the event and the diversity of perspectives were only some of the aspects that made RaAM10 impressive. What personally felt especially remarkable about RaAM10 were two things:

First, RaAM10 was lively and engaging throughout. Starting on a day marked by our host Italy playing a World Cup game against Costa Rica, RaAM10 was fittingly opened by Gerard Steen, Professor of Language Use and Cognition at VU University Amsterdam, with an entertaining, thought-provoking talk on the use of deliberate metaphors in online commentary to the Netherlands-Spain game. This was followed by candid discussion. I also attended sessions on 'Visual Metaphors', 'Metaphors in Media and Arts', 'Metaphors and Climate Change', 'Metaphors and Emotions' and 'Multimodal Metaphors'.

Second, it was a truly PhD-friendly conference. The PhD bursaries, the individual consultation sessions on June 22nd, the best PhD student paper award and the PhD party on the evening of June 21st all made it possible for PhD students (including myself) to attend, receive expert feedback on on-going or planned work, get their research noticed and have fun while networking.

RaAM10 has left me richer with knowledge and connections with researchers studying metaphor in communication and I would like to thank all individuals and organisations who made this event possible.

Dimitrinka Atanasova

PhD student and Graduate Research Assistant
Department of Media and Communication
University of Leicester

I'd like to use this opportunity to thank RaAM, the University of Cagliari and the local organizing committee for making me part of the 10th conference of RaAM. The combination of topic, organization, venue and the friendly atmosphere was stimulating and everything one could wish for a conference to be successful.

It was also a wonderful opportunity for communicating with researchers and publishers. As a researcher of emotion concepts I am especially thankful for the chance to take part in all the Plenaries and Panels (especially Metaphor in Human Sciences and Professor Kövecses' talk on Metaphor and Metonymy in Folk and Expert Theories of Emotion). I met colleagues with similar research interests presenting papers in the section of Metaphors and Emotions that I had the chance to chair.

All the presentations, the PhD party, the conference dinner, and the lunches were very well organized and fruitful. I met new colleagues and friends, as well as journal publishers. I believe RaAM 10 was very useful for every participant's research projects.

Aglika Dobрева

Lecturer and PhD student
Department of English Studies
University of Shumen, Bulgaria

I have been conducting research on the play concept within contemporary philosophy and social science since 2009. One of the first results of my research is that play has been very often used in philosophy as metaphor for the description of very complex phenomena. The question that lead me to metaphor was trying to understand what makes play such a suitable and powerful metaphor to understand philosophical concepts such as freedom, fate, destiny or identity.

When I got acquainted with the activities of the Association for Researching and Applying Metaphor, I decided to submit an abstract and to apply for a non-student bursary. The response of the organisation was highly positive and that has motivated me very much to pursue my research and to include metaphor as a very important resource within play discourse.

At the beginning I was a little bit afraid that my research (qualitative, so to speak) would not be welcome in a scientific community focused on quantitative or empirical research. But as I received the program of the conference I was really pleased with the plurality of approaches that were represented at the conference. The program was very well-balanced, open and enriching from any perspective.

I have learned a lot concerning methodology from the presentations on metaphor and political discourse, economics, L2 acquisition, physics, natural science or communication, among others. I enjoyed the high level of the papers and the relaxed atmosphere of the conference. I was very active asking and commenting on other papers. I even made my first attempt to ask a philosophical question in Italian (I have been learning Italian for a year)! I also found the Panel Sessions on Sunday very interesting which gave me the opportunity to discuss research topics from very different fields.

To sum up: the conference experience was very positive and it is my hope to participate in the following RaAM events.

Vorrei ringraziare in particolare modo il comitato che ha organizzato questa conferenza e gli studenti per il loro eccellente lavoro. Abbiamo apprezzato molto l'ospitalità sarda e avremo sempre un bellissimo ricordo di Cagliari. Molte grazie!

Núria Sara Miras Boronat
Postdoc

Department of Theoretical and Practical Philosophy
University of Barcelona

As a first-year research master student, it was a great honour and a precious chance to have the opportunity to attend and present at RaAM 10, which was my first formal big conference presentation; it was also a great challenge. As it turns out, RaAM members are really friendly and I had a productive and enjoyable RaAM experience beyond my expectation. The conference allowed me to experience the full breadth of the field of metaphor studies. It was also a great opportunity for me to familiarize myself with the overarching framework of the field, to engage in up-to-date scholarship, as well as to get to know researchers and scholars from all over the world. I found all of this extremely helpful for young researchers like me who are novice members of the metaphor community and academic community in general.

I enjoyed all the events arranged by the local organisers and especially appreciate the arrangement of individual consultation sessions. It was really nice to have invaluable input from Graham Low. It was also exciting to talk with new friends who share the same passion for metaphors during the PhD party.

I am really grateful to the organisers and to all the participants for this wonderful RaAM experience! I will be a regular attendant for the coming years and I look forward to the RaAM seminar in 2015!

Yao Tong

Research Master student
Department of Language and
Communication
VU University Amsterdam

RaAM -- *The One!*

A couple of years ago, when I was still an MA student, something from my supervisor impressed me so deeply: "RaAM is the one [conference] I want to go".

Yes, the one. I've never had the chance to come until now, after I finally started pursuing a PhD. My first RaAM. What is so special about it that my previous supervisor said it's *the one* for her?

Well, I began to understand why as soon as the conference started-- it's simply a linguistic paradise-- which other conference would begin with football games, in addition to covering a versatile range of interesting, practical topics, and bringing together a roomful of brilliant minds?

What impressed me even more - the professors I met were like angels. I mean they may be critical at times, but indeed they show genuine care for the students. At least I felt that way when I received feedbacks for my presentation, or when I had the chance to talk to them, or saw how they interact with their students. Gill Philip, for example, was such an easy-going person who warmly conversed with us at the PhD party. Being able to see the professors in person, after merely hearing or reading about them for years, is doubtlessly an exciting experience.

Like a pilgrim I attended one presentation after another, and I believe I learned a lot. Among the most inspiring ones (for me) were Cornelia Mueller's talk on *Feeling for Speaking* concerning how talking about emotions may be grounded in bodily experiences, Gerard Steen's talk concerning deliberate metaphors, and Tony Veale's work on computational creativity. I find myself the most impressed by Bodo Winter's energetic and exciting presentation on primary metaphors in horror movies.

I'm no poet. But thanks to Tony Veale and his team who developed a stereotype poetry generation function on their Metaphor Magnet web service (which provides affective metaphors based on everyday language, <http://afflatus.ucd.ie/>), I could try to poetically express my feelings for this conference. In doing so I used "conference is a +paradise" (i.e., finding positive metaphorical mappings between *conference* as a target concept and *paradise* as a source concept) as the query and generated a poem based on the most salient target concept for *conference* in this case (i.e., enduring: ideal). The result was as follows:

The Interactive Demands of This Conference

*My conference is a collaborative ideal
Glorified churches of interactive collaboration do conferences drive
No goddess is more unattainably perfect, or endures so much
Challenge me with your demanding perfection
Let your conversational demands welcome me
Did ever a founder hold a more perfectly unattainable ideal?
You encompass me as perfectly as the most inspiring ideal
Is any ideal more unattainably perfect than this conference?
See how you encompass me so perfectly with your demanding endurance
Just as the most cherished emblems represent the most sacred saints, the most cherished ideals drive the
most sacred churches
If you were an honored ideal would you want to drive this movement of unwanted pests?
O Conference, you inspire me with your enduring interaction*

Interesting. I guess I begin to look forward to the *inspiring, enduring interaction* of the next RaAM event.

Paul Yuchun Chang

PhD Student

Graduate School Language & Literature Munich - Class of Language
Ludwig-Maximilians-Universität München

Thanks to a RaAM bursary, I had the opportunity to attend RaAM 10. It was a wonderful scholarly experience set in a charming venue - Cagliari, a town of an island in the middle of the Mediterranean Sea.

The plenary talks and panels devoted to the three conference topics (communication, science, education) were all very insightful. Gerard Steen brilliantly gave the public insight into the concept of deliberate metaphor; Luca Guzzardi explained how classical physics can be considered as a metaphorical tool to evoke quantum world (a talk he concocted with Silvano Tagliagambe, who could not be there); Graham Low prompted the audience to reflect if and how eliciting metaphor in education research is really worth the effort. There were two other very interesting plenary panels. One devoted to metaphor in human sciences, in which Susanne Niemeier talked about teaching (in) metaphors, Zoltán Kövecses about metaphor and metonymy in folk and expert theories of emotion and finally Tony Veale about metaphor as a conceptual resource and a computational service. The other was devoted to metaphor in natural sciences: Carmela Morabito introduced degeneracy and dexterity as two metaphorical devices in neurosciences for the interpretation of mind-body relationships, Andrea Grignolio sketched old metaphors and new tools in systems biology, and finally Luca Guzzardi mused about the metaphorical and non-metaphorical at the dawn of modern science. The quality of the talks, the small number of participants in each panel and the relaxed tone of the interactions gave excellent opportunities for discussion. The only regret I have is that only the gift of ubiquity could have made it possible to attend all the sessions!

Having to choose, I attended 'Visual metaphors.' I found Fahlenbrach's talk about audio-visual metaphors of depression in moving images particularly impressive. I also attended 'Theoretical Perspectives On Metaphors' including Barnden's talk about the possibility of communicating flexibly with metaphor. The talks in the session on 'Metaphors And Climate Change' were all deeply insightful (Atanasova and Koteyko on analyzing 'war and religion' metaphors in online editorials on climate change, and the complementary talks of Negrea-Busuioc and Ritchie, both devoted Obama's use of metaphors in framing climate change.

On Sunday, there was a poster session that hosted brilliant works. I particularly liked the poster devoted to dance. I attended the panel 'Metaphor and Cognitive Disorders', in which Tay explained how linguistic and therapeutic variables may be brought closer in psychotherapeutic metaphor research. In the same session, Mathieson, Stubbe and Jordan explored metaphor use in cognitive behaviour therapy. Finally I talked about metaphor comprehension in high-functioning autism spectrum. This conference was an excellent place where I could have a gist of what lacking a 'neurotypical' metaphor capacity really amounts to in the real world!

On Sunday evening a gorgeous conference dinner took place in a charming restaurant at the seaside, and I must confess it was a little bit hard to chair two most interesting sessions the day after. The first one was 'Metaphor in Conversation', in which Müller and two members of her Viadrina Gesture Group showed us how metaphoric meaning emerges from conversation, and Skorczynska and Giménez-Moreno proposed a way to define register for metaphor variation in the case of private conversation. The second was 'Metaphor and Philosophy': Miras Boronat discussed playing metaphors in philosophy, De Iaco how metaphor was intended both by Gramsci and Wittgenstein as structure and method of language, and Heise talked about metaphor analysis and metaphorology. This panel was brilliantly closed by Mingardo, who proposed a systematic way for detecting when metaphors can be paraphrased and when not.

In short, the RaAM conference was useful, inspiring, amusing: I look forward to the next one!

Lucia Morra

Lecturer in Logic and Philosophy of Science
Department of Clinical and Biological Sciences
School of Medicine
University of Turin

Once upon a time there was a girl named Joanne... She lived in the world of time metaphors... that world was full of mysterious phenomena such as time rivers, hills of minutes, mountains of hours and plains of years. Everything on the horizon was glittering like a box full of sapphires and diamonds in ancient dusk of space. It was very hard to travel through that world alone but Joanne was not alone... she travelled with shiny Emerald of Time. It always threw luminous green light upon the darkest paths she had to travel... Sometimes the Emerald acted as a source of news and information. One day he informed Joanne about an interesting event – the 10th Conference of the Association for Researching and Applying Metaphor *METAPHOR IN COMMUNICATION, SCIENCE AND EDUCATION* at the University of Cagliari (Sardinia) in June 2014... Joanne decided that she cannot miss not only the opportunity to meet interesting people from other worlds of metaphor but also the wonderful chance to present her findings from her mysterious world... and she flew to Cagliari with her trusted shiny companion... It changed into data storage to keep her diary full of memories, feelings and experiences. If you are interested, please hold the Emerald of Time in your hand and allow him to shine... Great, I think he is ready to project the first entry...

flash of emerald green light

Earth, Italy, Sardinia, Cagliari

20th of July 2014 A.D.

Finally, after long flights yesterday I managed to get to Cagliari. I must admit that it is the most beautiful place I have ever been. Can you imagine that almost every road here is so steep that you have to prevent your wheeled luggage not to run away from you?? There are also wonderful trees with gapes of violet flowers... they look so impressive in the Sardinian sun... But ok here I am at the RaAM Conference dedicated to Metaphor in Communication, Science and Education... the conference is about to start. The main Aula is full of interesting people. Most of them are sitting on their seats and scanning through the materials which were given to them minutes ago by nice people from the welcome desk. I took a look at my materials too... A perfectly shaped bag with logos and names of the conference and RaAM Association – inside a lot of brochures about Sardinia, Cagliari and a map of the centre. There is also book of abstracts divided into three volumes each for one the day of the conference, a badge with my name and RaAM Conference T-shirt!! What a wonderful set to start a conference! The voices in the Aula are gradually ceasing as the Organizing Committee (Francesca Ervas, Elisabetta Gola and Pietro Storari, Valentina Favrin, Antonio Ledda, Maria Grazia Rossi, Giuseppe Sergioli, Filippo Spanu) and the president of the RaAM Association Alan Cienki declare the conference to be opened.

The first plenary talk *Attention to metaphor* is by Gerard Steen from VU University Amsterdam. It is a really interesting experience which is very inspiring. Then after the plenary there is a choice between 5 panels (each of them consists of 4 papers). The panels are entitled *Humor and verbal irony*, *Metaphor and science*, *Metaphors and political communication*, *Visual Metaphors* and *Metaphors in discourse* respectively. I decided to attend the fourth panel – *Visual Metaphors*. From 5.30 p.m. to 7:30 p.m. I was listening carefully to the presentation of Bipin Indurkha et al. (*Is language necessary to interpret visual metaphors?*) – about interpreting visual metaphors; Charles Forceville et al. (*The argumentative role of visual metaphor and visual antithesis in "fly on the wall" documentary*) – it was a quite strong presentation concerning disturbing fragments of documentary videos - nevertheless very interesting; Matteo Fuoli and Charlotte Hommerberg (*Constructing trustworthiness through pictorial and multimodal metaphor: an exploration of corporate visual rhetoric*) – they were analyzing visual metaphors in visual materials for corporate workers... personally I found this paper the most interesting in the panel; and finally Kathrin Fahlenbrach (*Audiovisual Metaphors of Depression in Moving Images*) – presented an analysis of video material about depression in the scope of metaphors... the presentation moved me because the analyzed material was

very new to me. The presenter very skillfully showed the audience that metaphors are present also in phenomena such as sadness and depression.

The first day of the conference ended at 7:30 p.m. I decided to take a look at the venue of the event. It was a really nice building on the campus of University of Cagliari at Via is Mirrionis 1. Aulas for parallel sessions were equipped with good computers and digital projectors... there were comfortable seats and RaAM Conference Logos. I am really looking forward to the next day of the conference! It is so exiting to be here...

flash of emerald green light

Earth, Italy, Sardinia, Cagliari

21st of July 2014 A.D.

I arrived at the venue of the conference at about 8.45 a.m. as the second day was scheduled to start at 9.00 a.m. The opening plenary session was dedicated to metaphors in science: Silvano Tagliagambe with Luca Guzzardi presented their talk entitled: *The classical physics as a metaphorical tool to evoke quantum world*. I must admit that it was a very serious presentation and the discussion after the speech was also very intriguing. After the plenary the first coffee break was served in Aula Specchi... There were delicious Italian cakes, cookies and salty nibbles + coffee, refreshing beverages and mineral water. The din of people's voices was overwhelming but I managed to meet nice girls from the University of Birmingham. We spent a really good coffee time together.

Then, from 10.30 a.m. to 1.00 p.m. I was honoured to chair a session concerning *Corpus-based approaches to metaphors* in Aula 7a. It was a wonderful experience for me as it was the first time I was chairing a session at an overseas conference (I did it before but only at my alma mater). There were 4 papers in my session and each of them was very, very interesting for me as my field of study is also a corpus-based analysis of metaphors! The presenters did their best to attract the audience's attention and were very successful... The list in order of appearance: Marina Platonova - Larisa Iljinska Tatjana Smirnova (*Metaphoric Terms: Mystery of Meaning Transformation*); Katie Patterson (*The theory of Lexical Priming (Hoey, 2005) and its role in understanding and communicating with metaphor - A corpus study of flame*); Claudia Förster Hegrenæs (*TIME IS MOTION A corpus-based study on the quantitative distribution of conceptual metaphors in translated and non-translated English*) and Inesa Šeškauskienė (*The way linguists write: metaphors in English and Lithuanian research papers in applied linguistics*). The discussion was really sparkling and everyone was happy that he or she attended such an inspiring parallel session... From 1.00 p.m. to 3.00 p.m. a really tasty lunch was served by the staff and students of the University of Cagliari... delicious risotto, a lot of vegetables and aromatic Italian vine.

After the lunch there were six parallel sessions: *Metaforae comunicazione* (Italian session), *Metaphors in education (1)*, *Metaphors and the media*, *Metaphors and climate change*, *Multimodal metaphors (1)*, *Metaphors of the mind*. I attended the panel entitled *Multimodal metaphors (1)* and from 3.00 p.m. to 4.30 p.m. I listened to 3 presentations concerning multimodal metaphors in internet advertising discourse (Blanca Kraljevic Mujic *Multimodal metaphor and fictional storylines in printed and internet advertising discourse*); multimodal metaphors in cartoon parodies (Ludmilla A'Beckett *Building blocks for multimodal metaphors: Iconic segments and artistic parodies in cartoons*) and multimodal metaphors in commercials (Fabio Indio Massimo Poppi *Commercials, Multimodal Metaphors and Consumerist Ideology*).

The second day of the conference ended with a panel. The talks of the presenters were very inspiring - especially Zoltán Kövecses' presentation on *Metaphor and Metonymy in Folk and Expert Theories of Emotion*. Susanne Niemeier (*Teaching (in) Metaphors*) and Tony Veale (*Metaphor as a Conceptual Resource and a Computational Service*) also received very warm support from the audience.

At 8.30 p.m. all PhD students were invited to a PhD Party in a stylish Irish pub – Old Square at Corso Vittorio Emanuele II. I am really happy that I had such opportunity to see picturesque streets of Cagliari and meet young researchers... we were drinking superb beer, eating delicious nibbles and talking... talking... laughing ... and having a wonderful time together. I have a strong feeling that I don't want this conference to end... it has a magical atmosphere...

flash of emerald green light

Earth, Italy, Sardinia, Cagliari

22nd of July 2014 A.D.

The third day of the conference started with a plenary speech delivered by Graham Low entitled *Eliciting metaphor in education research: is it really worth the effort?* Despite of the quite early hour (9.00 a.m. and especially taking into consideration the PhD party the day before) the audience was quite numerous. I really enjoyed the presentation as it was full with brilliant and witty anecdotes. Then from 10.00 a.m. to 11.00 a.m. there was the RaAM Annual General Meeting during which elections of the board took place. After the meeting almost two hours (11.00 a.m. – 13.00 p.m.) were dedicated to Poster and Individual Consultation sessions. There was also a coffee break. I presented my poster and my conclusions from preliminary analysis of how native speakers of English conceptualize metaphors of time... all of the visitors to my poster were very nice... some of them provided me with valuable pieces of advice. Thank you very much! The poster which I liked the most was Saoko Funada's. She investigated metaphors in literature on the basis of 'Our Mutual Friend' by Charles Dickens (*Humanisation and Dehumanisation: A Stylistic Approach to Metaphorical and Metonymical Expressions in Our Mutual Friend*). I spent a lot of time talking with Saoko about metaphors in literature as I used to investigate them in the past. I think that I met a wonderful friend during the RaAM poster session.

After another tasty lunch (which was sponsored by John Benjamins Publishing Company) there were six parallel sessions: *Metaphors and Economics*, *Experimental approaches to metaphor*, *Metaphor and cognitive disorders*, *Metaphor and metonymy*, *Metaphors and emotions* and *Metaphor in education (2)*. I attended Sarah Turner's presentation on *What is metaphoric competence and how can it be measured?* and I was really interested in her findings as she investigated learners of English (from Japan and France at different levels of proficiency) and their competence in using and creating metaphors. The participants were also pleased with her presentation.

From 5.00 p.m. to 7.00 p.m. the second panel of the conference took place. It was dedicated to *Metaphor in Natural Sciences*. The invited speakers Carmela Morabito (*Degeneracy and dexterity: two metaphorical devices in neurosciences for the interpretation of the mind-body relationships*), Andrea Grignolio (*Systems Biology: old metaphors, new tools*) and Luca Guzzardi (*Metaphorical and non-metaphorical at the dawn of modern science*) successfully demonstrated that metaphor matters also in the world of science.

At 8.30 p.m. almost all RaAM conference participants were taken by coach to a seaside restaurant for a conference dinner. The atmosphere was just magnificent with a picturesque beach and the elegant interior of the restaurant. Almost 200 people were treated with a royal dinner made up of 6 courses and 3 desserts (oh yes!). I could try Italian frutti di mare and delicious icecream with fruit. I was talking with scholars from England and Brazil and we were having the time of our lives... we came back around midnight and now I am 100 per cent sure that this conference is the best one I have ever been to!

flash of emerald green light

Earth, Italy, Sardinia, Cagliari

23rd of July 2014 A.D.

The last – fourth day of the RaAM Conference consisted only of parallel sessions. There were no plenary speeches but the session entitled *Metaphors in motion* (from 10.30 a.m. to 12.30 p.m.) was of great importance to me. The most interesting presentation was delivered by Bodo Winter. He investigated metaphors in horror movies (*Horror movies and the cognitive ecology of metaphors*) on the basis of their advertising posters. The audience was charmed with the effectiveness of that research. It was really worth visiting that panel. The other panels were entitled *Metaphor and education (3)*, *Metaphor and (inter)cultural communication*, *Metaphors and L2 acquisition (2)*, *Metaphors and similes*, and *Metaphor and philosophy* respectively.

Unfortunately all good moments have to come to an end and the 10th RaAM Conference ended at about 1.00 p.m. There were flowers and words of gratitude for the Organizing Committee. Alan Cienki closed the conference and hoped that all of the participants found interesting inspiration during this wonderful event. The last lunch took place between 1:00 and 3.00 p.m. and then I bid farewell to my new friends (I couldn't stay for the trip to Isili and Barumini which I regretted most) and left the venue of the conference... the whole event and all the people were so wonderful that I only said to myself: I don't want to go...

As you can see, the Emerald of Time flashes for the last time and blinks silently in your hand. He registered 4 entries... one for each day of the RaAM conference. Look! He is disappearing... he is coming back to his companion – Joanne. He has to help her in wandering through the world of time metaphors. Oh, I have received a message from her:

Dear Reader, thank you for your interest in my diary from the 10th RaAM Conference. I hope that my Emerald of Time was a trustworthy messenger and displayed all you wanted to know about the event... well, he registered only my true words and thoughts. Should you have any other inquiries please contact me through email (joanne.emerald@gmail.com) You will be more than welcome...

Joanne Pawliczak
PhD student
University of Lodz, Poland

I was very pleased to receive a bursary to assist me to attend the RaAM 2014 conference. It was extremely useful to attend the conference in order to get a clearer sense of the field of metaphor research and emerging research trends. Everyone was friendly, helpful and constructive in their feedback. The PhD party was pleasant, along with the other social events and we were extremely well fed. Although it was a very long journey from New Zealand, I have returned feeling inspired and energised for my on-going PhD studies in metaphor. As a clinical psychologist, it has been helpful to learn the approaches linguists are developing in this area and I hope that I can contribute to on-going communication and learning between the two fields in the area of metaphor research.

Fiona Mathieson
Senior Lecturer & Clinical Psychologist
Department of Psychological Medicine
University of Otago, Wellington

A flat in Vienna. R is waiting. E enters the front door.

R: Hi honey! I'm glad you're back!

E: Hi! *hugs*

R: Tell me about the conference! How was it?

E: Absolutely exciting! Cagliari is a fantastic place for conferences! The sun, the sea, the seagulls! *smiles*

R: And what was the conference like? Did you get to hear any good talks?

E: Indeed! After a sightseeing trip on Friday morning, I first attended the plenary by that Dutch guy; he is an awesome speaker and he illustrated the intentionality of deliberate metaphors on a quite recent example from football. Afterwards, I went to that 'Metaphor and Science' session – I didn't know that metaphor can be applied to natural sciences in that way...

R: Wow, ok, and what about Saturday? Your talk was on Saturday, wasn't it?

E: Exactly. But before that, we listened to a really interesting talk by a well-known metaphor scholar; he showed some examples of compounding, replacement, and strengthening in linguistic metaphor. I just thought: 'Wow, we will be having a tough time, presenting after him'. But it went well, we were prepared and got positive and helpful feedback.

R: And what about the panel sessions?

E: One talk in the panel session on Saturday was particularly awesome! A researcher from UCD Dublin presented an online metaphor tool that he created with his team. You can use the software to explore the space of affective conceptual metaphors and find and exploit commonplace metaphors in everyday texts. These mappings can then be used to interpret more novel metaphors. But besides that interesting tool, the presenter was just hilarious! His way of presenting was unique, he could be a comedian!

R: Cool! And what about Sunday? And Monday?

E: Well, of course, my personal highlight on Sunday was the conference dinner *laughs*. I don't think I have ever had such amounts of fantastic seafood. And getting a chance to talk to the other researchers was cool. But before that, I was pretty impressed by a talk about 'metonymy in text messaging'. The researchers have compiled a corpus of text messages over several years and... wow... I dare to imagine how interesting working with that corpus is. They observed the overall use of metonymy in the corpus and also investigated what types of metonymy occur. And on Monday, I really liked a talk by a German guy who works in the US – I met him at the conference dinner and it turned out that he also works in evolutionary linguistics and actually visited the EvoLang conference in Vienna some weeks ago. However, in his talk he presented observations about GOOD IS BRIGHT/BAD IS DARK and GOOD IS UP/BAD IS DOWN metaphors in horror movies.

R: Cool. And then?

E: Nothing. An afternoon at the beach and going home.

Elisabeth Wacker

MA student

Department of English and American Studies

University of Vienna, Austria

The 10th international conference on researching and applying metaphor was devoted to Metaphor in Communication, Science, and Education.

The first direction, *Metaphor in Communication*, began with Steen's plenary "Attention to metaphor". Its focus was deliberate metaphor that "takes you outside the target domain, positions you in some source domain, and makes you re-view the target domain topic from that perspective." He finds it crucial to distinguish between deliberate and non-deliberate metaphor. In the case of non-deliberate metaphor "you are not supposed to attend to the source domain as part of the meaning of the message."

The *Metaphor in Science* section was opened with Indurkha's, Tagliagambe's and Guzzardi's "The classical physics as a metaphorical tool to evoke quantum world" plenary presentation devoted to the employment of metaphor as a heuristic tool for explaining of scientific concepts. With numerous examples from "Alice in Quantumland" by R. Gilmore the authors showed that symbolism of metaphorical language "makes a verifiable consequence of the initial assumption obvious" (Indurkha, Tagliagambe, Guzzardi, 2014).

The crucial role of *Metaphor in Education* was demonstrated by a multitude of presentations which approached metaphor studies from the L2 acquisition angle.

Our own presentation "*Knowledge Communication in Computer Virology Discourse*" contributed to the discussion of metaphor in science and in communication. The research is carried out in the framework of the cognitive-discursive approach that suggests the complex study of complementary knowledge representation in language, in thought, and in communication. From this perspective, metaphor is considered to be a cognitive tool that enables three-dimensional knowledge translation.

We elaborated the method of Three Dimensional Metaphor Modelling (3DMM) to consider three types of knowledge representation in discourse: communicative-pragmatic analysis, semantic analysis and conceptual analysis.

On the "communicative-pragmatic" stage we carried out a corpus analysis of texts extracted from computer security magazines aimed at an expert readership as well as popular magazines. The procedure was based on a keyword in context (KWIC) search of tokens containing the lemma 'Virus'.

On the "semantic" stage MIPVU (Pragglejaz 2007) was executed to extract metaphor related words.

On the "Conceptual stage" we generated metaphorical models of the concept VIRUS in professional and non-professional computer virology discourse subtypes. The procedure included the Five-step method (Steen 2010), Semantic framing (Fillmore 1976), and a taxonomic categorization (Mishlanova, Utkina 2008). The results revealed disagreement in semantic roles in the structure of professional and non-professional metaphorical models of the concept VIRUS. The professional model comprises the idea of suppression of aggression while the non-professional model contains the idea of succumbing to aggression.

In professional communication this conceptual mismatch might cause misunderstandings and consequently inefficiency of special knowledge transfer. For this reason, special knowledge transfer and acquisition, unfolding at the level of thought, has to be regulated at the level of language taking into account the communicators' background knowledge inequality.

Kate Isaeva

Postdoc

Department of ESP

Perm State University

Leaving Cagliari the morning of the 25th of June saddened me a bit: getting acquainted with so many great scholars, fellow PhD students, a dedicated and inventive organising committee, and one of the most interesting and beautiful cities on the Mediterranean Sea. It has truly been a wonderful experience.

Coming from philosophy of science, I found much to chew on during the presentations focusing on metaphor in philosophy and in science. The work on Darwinist metaphors, for instance, was getting at themes and phenomena I myself am also trying to investigate. However, the conference proved its value for my work mostly in revealing topics and approaches that I had not yet come across. The session on metaphor in gesture, for instance, opened up an entire research field new to me. Then again, given that language, communication, thinking, and experiencing are all cognitive at least in some respects, it proved one of those discoveries that makes perfect sense.

In an interdisciplinary sense, I found the conference very fruitful as well. Besides many conversations on interests I shared with scholars from other disciplines, on a more general level it struck me how difficult but rewarding it is to reach out beyond one's own discipline's jargon, beyond one's own obsession with normative (or, for others, descriptive) questions, beyond one's sense that one is doing what really needs to be done, the rest being cosmetic or decorative (ouch...).

As a philosopher as well as an economist, I am quite used to speaking to economists about questions regarding metaphors and models for epistemic purposes. Yet, it turned out cognitive scientists, psychologists, linguists, translators, and scholars etc. bring unexpected curiosities and interests and blind spots with them. (Re)discovering my own made me construe my own paper and larger project in a new light —perhaps the most valuable result of attending the conference.

Besides intellectual input, I look back on lots of good laughs (e.g., the keynote speech of Gerard Steen which included footage of Dutch football success), touching stories (e.g., lunch and dinner with scholars working on metaphors in the deaf community and philosophy of language), PhD bonding over Italian beers (at the PhD party and beyond)... I am looking forward to the next edition!

Anna de Bruyckere

PhD Candidate

Centre for Humanities Engaging Science and Society (CHESS), Department of Philosophy
Durham University

Apart from being the short form of Researching and Applying Metaphor, "RaAM" is a meaningful word in Hindi. It means "ultimately formless", "all-embracing absolute". It is also the name of Hindu God "राम Rāma". This is something that comes to my mind every time I think of RaAM.

RaAM has played a very important role in my research career. I attended my first RaAM workshop (Amsterdam) when I started my PhD and now that I finished my PhD, I attended a RaAM conference (Italy). I started my PhD with RaAM, how could I finish without it. Visiting RaAM temple in India brings good luck!

I presented my brain imaging study on visual metaphor and wanted to get feedback from people who truly understand metaphors; I wanted them to criticise my methodology. This is precisely what this year's RaAM conference has given me. I am thankful to all who suggested different ways to look at my research.

A conference is not just academic work. I got a chance to visit Isili and Barumini. While travelling I got a chance to learn about Ukraine as the person next to me was from Ukraine. It was a quite interesting experience. The dinner in a local village was really wonderful. For a novice like me, the best thing was that I got a seat next to Zoltán Kövecses. Can you imagine, he happily poured wine in my glass and everyone around cheered. Now I can go around showing off my pictures with him :-)

I would like to take the opportunity to thank every one, especially Prof. Gola and Francesca for organising such a wonderful conference. Looking forward to the next RaAM event.

Amitash Ojha

Kyungpook National University Daegu, South Korea

Airport transfers and the transcendent:
Memories of the 10th RaAM conference, Sardinia

As the luck of the Irish would have it (and on this occasion I certainly didn't), a wedding in County Down had kept me away from the first three days of RaAM 2014. After Ireland hopping from Belfast-to-Gatwick-to-Heathrow-to-Rome-to-Cagliari, the cynic in me envisaged arriving at a deserted conference hall save only for a few cleaners, crusts and empty wine glasses. Meanwhile, the optimist was all the more eager to make the most of the fourth and final day of RaAM's 10th conference.

Arriving at the Dipartimento di pedagogia, psicologia, filosofia on the Monday morning and having already practiced pointing in Italian, I found my pessimistic auto-speculation to be completely unwarranted. Everyone had NOT gone home, but was instead gearing up for what was unquestionably the conference's best day (I offer conclusive proof for this towards the end). I set about locating myself on a programme saturated with sessions on every metaphor research under the sun, which, already in full blaze, had itself set about the task of melting any un-acclimatised delegates (i.e. me).

The [programme](#) told of wonderful things; of presentations, panel discussions and sessions grouped in a 'Metaphor and...' manner (which for some reason reminded me of a US sitcom - Metaphor and Molly?). On offer was Metaphor and Motion, Education, Simile, Metonymy, Emotion and Sign language to name but a few. The programme also told of a conference dinner and PhD party overflowing with food, wine and good conversation, and there at the bottom, provided details of what was yet to come: the conference trip.

Despite only attending a quarter of the conference, I see the trip to Isili and Barumini as a culmination of everything the local organising team in Cagliari had achieved in the four days of RaAM 2014. Around 3pm, two coaches departed and took us to the dusty and unspoilt inlands of Sardinia. There, we were treated to a guided tour of the [nuraghe in Barumini](#), one of a number of ancient megalithic edifices dotted around Sardinia and remaining from the Nuragic Age (1900-730 BC); the history (and mystery) of these structures was a personal delight. Being a clan of metaphor researchers, discussions on deliberateness, hedging and mapped domains filled the air as we mopped our brows in the high heat. The sun (seeming to tire of this) began to relinquish its grip around five o'clock, by which time we had moved on to explore the artefacts and artistry of a local [copper and textile museum](#).

Finally, as personal guests of the mayor (naturally!), we were welcomed into a large hall (formerly a church, now a theatre) for an unforgettable spectacle of locally sourced Sardinian spread. As the evening wore on, and the effects of my stubborn resolve to try every item of food served that night started to show, a voice was heard warming up the rafters. Moments later a melody sounded, followed by a wall of harmonious response. I turned to see a circle of men who up until this point had been cleaning up plates, chatting, dining and so on, but who were now standing together as a world class choir, serenading us in a hidden dialect.

The rich programme, the tours, the airport transfers and the transcendent. My memories of the 10th RaAM conference, Sardinia.

David O'Reilly
PhD student
Department of Education
University of York, UK

I attended last year's RaAM workshop but this was the first time I had the chance to participate in a RaAM conference. The venue at the Università di Cagliari was very well chosen and the Mediterranean climate created a great atmosphere. I very much liked the breaks outside which gave us great opportunities for networking. It was sometimes really hard to decide which talks I wanted to see in this multifaceted program. Even though my own research is on metaphor and gestures, it was great to see the many diverse directions in the field of metaphor research, such as the topic of metaphors in science. Each evening my head was full of new input and lots and lots of conversations with different people, which broadened my academic mind.

I also have to thank everybody who came to our talk very early on Monday morning after a long night at the conference dinner. It was great to have such a huge audience listening to our talk. The questions concerning our paper were also really helpful as they gave us new perspectives on our topic.

One of the most important things I still remember is the PhD-party. It was a great idea to organize such an event. The event provided a great opportunity to mingle with PhD students in a more informal way. Since the participants were at the same level in their research career as myself, it was easier to break the spell and start networking. It was also a lot of fun to meet Ray Gibbs in this relaxing atmosphere and watching the world cup together. I am still in contact with some people and met them again at the ISGS in San Diego a couple of weeks later. RaAM prepared me well for this international conference.

From the whole conference I received great ideas for my own research project and look forward to implementing them. Thank you for the great opportunity to participate.

Franziska Bol

PhD student, RA

Language Use and Multimodal Communication
European University Frankfurt (Oder)

This year's RaAM conference took place in Italy in the beautiful Mediterranean setting of Cagliari. Ever since the arrival at the airport of Elmas, the careful welcome by the staff allowed to foresee the excellent organization of this 10th edition. The conference, hosted by the Department of Pedagogy, Psychology and Philosophy of the University of Cagliari, saw the involvement of some of the most influential scholars in the field of metaphor studies, along with many young researchers from all over the world.

The speakers presented their work during 4 intense days. Besides the daily plenary sessions and panels, the presentations were given in 6 parallel sessions. Each slot focused on a particular subject area. Space was given to theoretical approaches of general scope as well as to perspectives relating to the influence of metaphor within specific fields of interest, such as education, political communication, popular science, and so on.

This means that researchers were concerned with issues of widely differing kinds, but united by the interest in metaphor. They were given the opportunity to dialogue with competent interlocutors and to receive valuable insight and suggestions for the advancement of their research. During these days talks and lively debate took place with rapid pace, often leaving discussions to be continued outside the conference rooms during the coffee breaks or even in the evening, sitting at a table in a restaurant. The meeting was also an opportunity for many members of RaAM to reunite with colleagues they met in previous editions of the now traditional conference.

Massimo Sangoi

Culture della materia

Department of Basic Sciences and Foundations
University of Urbino