RaAM is looking forward to the specialised seminar on “Metaphors in/and/of Translation” in Leiden, The Netherlands, on 10-12 June 2015.

Its AGM (on 11 June) provides an opportunity to take forward suggestions from the Cagliari conference, for which the EC is preparing proposals. We will also discuss an update on the preparations for the 2016 conference in Berlin and Frankfurt/Oder and consider the applications we have received for the 2017 seminar and 2018 conference, which range from Norway to Serbia and Russia.

These prospects as well as recent growth in the RaAM Facebook group from all ‘corners of the earth’ indicate that RaAM’s global internationalization is making progress. Let’s hope this process continues and includes RaAM membership.

We hope to see many of you in Leiden!

Please note that it is still possible to register for the seminar in Leiden, see http://www.raam.org.uk/conferences/next-seminar/

Andreas Musolff
5th RaAM Specialised Seminar

Metaphors in/and/of Translation
Leiden University Centre for Linguistics (LUCL), Leiden, Netherlands
10-12 June 2015

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.

Programme

Plenary talks
Prof. Christina Schäffner - Metaphors and cognitive load: The case of interpreting
Dr. Dimitri Psurtsev - Translation equivalence at the text level and dynamic metaphor-morphism of literary text
Prof. Jean Boase-Beier - Wolves in Poetry and Translation

Workshops (abstracts can be found here)
Workshop session 1: communicative domains
• Literary texts (Katinka Zeven)
• Legal texts (Tony Foster)
• Scientific texts (Mark Shuttleworth)

Workshop session 2: tools and methods
• Corpora (Gill Philip and Lettie Dorst)
• MIP / MIPVU (Tina Krennmayr & Gudrun Reijnierse)
• Wmatrix (Elena Semino & Paul Rayson)

Workshop session 3: post-plenary workshops
• Christina Schäffner
• Dimitri Psurtsev
• Jean Boase-Beier

Poster session and paper sessions (programme can be found here)

Registration is open, and non-presenting participants are also warmly invited to attend the seminar! Please visit the seminar website for further details.

We are looking forward to meeting you all in Leiden!
Dear RaAM Student Members,

In this slot I will provide a quick update on what I have been doing as RaAM Postgraduate Liaison since taking over from Ewa (previous RaAM PG Liaison) at the 10th RaAM Conference in Cagliari, Sardinia, June 2014.

(Incidentally, for those who have fond memories of this conference, or who are seeking to get a flavour of what it was like, you might enjoy reading over some of the lively conference reports contained in the previous RaAM newsletter, October 2014!)

So, after touching base with Ewa, I felt that it was important to start working on strengthening the RaAM student community, primarily through helping keep the RaAM Facebook group active and responding to enquiries. As you will probably know (or have inferred), the Facebook Group is a hub set up to bring social-media-inclined metaphor researchers (especially students) together and is open to both RaAM members and non-members.

I am delighted to report that we have have had a surge of Facebook activity in recent months, which has been duly accompanied by many new student members joining RaAM from various parts of the globe!

It is great to see that the group is continuing to prove a useful resource for members. To give you some idea, since July 2014 posts have included:

- Advertisements about PhD studentships
- Links to ‘hot off the press’ metaphor articles
- Info and calls for papers for the RaAM 2015 specialised seminar in Leiden, Netherlands.
- Updates and news from the world of metaphor research
- Metaphor Lab Amsterdam’s summer school announcement
- Calls for papers and reviewers for English Language Research Journal, a double-blind peer reviewed open access journal based at the Department of English, University of Birmingham (http://www.birmingham.ac.uk/schools/edacs/departments/englishlanguage/research/elrjournal/index.aspx)
- Members’ miscellaneous metaphor related questions and answers
- Metaphor/language related YouTube clips and other fun stuff
- Links to metaphor blogs: Metaphor and Art, Mark Staff Brandl’s blog: http://brandl-art-articles.blogspot.ch/2015/05/what-representation-represents.html and Digging Met(AL)aphor, Andriy Karamazov’s blog (https://metalmorpher.wordpress.com/)

I also posted an experimental and relatively short lived photo album initiative called ‘metaphor encounters’ which I will return to one rainy day (which, living in the north of England, should be very soon!).

In January I attended the 16th RaAM Executive Committee Meeting where I represented the student voice and reported on current plans to re-install the student section of the RaAM website (read about this on page 12).

(continue reading on the next page)
Student matters:
An update from the RaAM Postgraduate Liaison

(continued)

Looking ahead, I am happy to announce that there will be a PhD dinner (and drinks) at the Specialised Seminar in Leiden, most probably on the Thursday night. I am currently liaising with the local organisers to pick out a suitable location and will keep you informed. Thankfully, we are a bit spoilt for choice!

Let me sign off by giving you my contact: postgrad_liaison@raam.org.uk. Please get in touch with feedback, questions, suggestions etc. about how RaAM can improve the quality of experience for its student members and how you might like to be involved in that.

Best wishes for the summer!

David O’Reilly
RaAM Postgraduate Liaison
Contact: postgrad_liaison@raam.org.uk

Not yet a student member of RaAM?

If you are not already a member of RaAM, we warmly encourage you to join! Becoming a student member gets you money off attendance at events and discounts on books/literature bought at events. Student rates are particularly reasonable, so it is well worth becoming a member for the duration of your PhD.

And Facebook?

If you are not yet a member of the Facebook group, please join! Simply visit https://www.facebook.com/groups/100767151851 and click ‘join group’.

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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

Dates: 1-4 July 2016
Upcoming events

Sixth International Conference of the French Cognitive Linguistics Association (AFLiCo 6)
26-28 May, 2015
University of Grenoble 3, France

Invited speakers:
William Croft (Univ. of New Mexico, USA)
Guillaume Desagulier (Univ. Paris Ouest Nanterre et CNRS).
Paul Foulkes (Univ. of York, UK)
Dirk Geeraerts (Univ. de Louvain, Belgium)
Martine Hausberger (Univ. Rennes 1 et CNRS)
Elinor Ochs (Univ. of California, Los Angeles, USA)

Details

Symbols and Metaphors Conference
3 June, 2015
University of Leeds, UK

Keynote speakers:
Dr. Elizabeth Pender (University of Leeds)
Dr. Emma Stafford (University of Leeds)

Details

The Third Workshop on Metaphor in NLP
5 June, 2015
Denver, Colorado, USA

Invited speakers: to be announced

Details

CFP: Workshop on metaphor variation in Englishes around the world
13-14 June, 2015
University of Bremen, Germany

Keynote speaker:
Dr. Alexander Onysko (University of Klagenfurt, Austria)

Details

UCREL Summer School in Corpus Linguistics
14-17 July, 2015
Lancaster University, UK

Summer School for postgraduate research students who require in-depth knowledge of corpus-based methodologies for their degree projects.

Details

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

The 2015 Stockholm Metaphor Festival
27-29 August, 2015
Stockholm University, Sweden

Keynote speakers:
Dr. Christian Burgers (VU University Amsterdam, The Netherlands)
Prof. Mark Turner (Case Western Reserve University, USA)

Details
Upcoming events

PCLA 2015 conference

24 and 26 September, 2015
UMCS Lublin, Poland

Plenary lectures:
Barbara Lewandowska-Tomaszczyk (University of Łódź, Poland)
Suzanne Kemmer (Rice University, Houston, TX, USA)
Christopher Hart (Lancaster University, UK)
Jerzy Bartmiński (UMCS, Lublin, Poland)

V International Conference on Metaphor in Language and Thought

7-9 Oct, 2015
UFMG, Belo Horizonte, Brazil

Conference theme: Metaphor and Language Teaching

Confirmed speakers:
Cornelia Mueller (Europa-Universität Viadrina)
Gerard Steen (University of Amsterdam)
Jeannette Littlemore (Birmingham University)
Tony Berber-Sardinha (PUCSP)
Solangé Vereza (UFF)
Maity Siqueira (UFRGS)
Ana Cristina Pelosi (UFC)
Neusa Salim (UFJF)
Ulrike Schröder (UFMG)
Mara Sophia Zanotto (PUC-SP)

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)
Zoltán Kövecses (Eötvös-Loránd University)
Klaus-Uwe Panther (Nanjing Normal University)
Günter Radden (University of Hamburg)
Francisco José Ruiz de Mendoza Ibáñez (University of La Rioja)
Luca Vanzago (University of Pavia)

7th Conference of the International Society for Gesture Studies (ISGS 2016)

18-22 July 2016
Sorbonne Nouvelle University, France

Conference theme: Gesture - Creativity - Multimodality

Plenary speakers:
Martha Alibali (University of Wisconsin, USA)
Alessandro Duranti (UCLA, USA)
Scott Liddell (Gallaudet University, USA)
Cornelia Müller (Viadrina Frankfurt/Oder, Germany)
Catherine Pélachaud (CNRS, Télécom - ParisTech, France)

RaAM Endorsed Event

Metaphor Lab Amsterdam Summer School “Methods of metaphor identification and analysis”

14-19 June 2015
University of Amsterdam

• Identifying and Analyzing Visual Metaphor
• Analyzing Metaphor in Discourse
• Identifying Metaphor in Language

Details
New books


New books


Interesting journal

Scientific Study of Literature (SSOL)

The journal publishes empirical studies that apply scientific approaches to investigate the structure and function of literary phenomena, including metaphor. The journal welcomes contributions from many disciplinary perspectives (psychological, developmental, cross-cultural, cognitive, neuroscience, computational, linguistic and educational) to deepen our understanding of literature, literary processes, and literary applications. The journal offers a forum for this interdisciplinary research to be collected, read, referenced and published.

Scientific Study of Literature is the official journal of IGEL (the International Society for the Empirical Study of Literature)

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
Doctorate degree

Dr. Sarah Turner (Birmingham University)
Supervisor: Dr. Jeannette Littlemore

The Development of Metaphoric Competence in French and Japanese Learners of English

Sarah Turner used written examination scripts produced by French and Japanese learners of English to explore how metaphor use developed as the learners made progress, both in terms of its range and sophistication, and in terms of the discourse functions learners used it to perform. She also investigated the relationship between metaphor use and other areas of language competence, particularly lexis and phraseology, before drawing together these areas to explore what ‘metaphoric competence’ might mean in the context of learners’ exam-based written language, and how it might be measured.

Sarah now lives in Tokyo, where her role as Project Assistant Professor at the University of Tokyo involves helping to develop and deliver an academic English programme for new undergraduate students.

Project updates

COGVIM: the cognitive grounding of visual metaphor

Funding agency: Marie Curie Intra-European fellowship for career development
Duration of project: 2015-2017
Researcher: Dr. Marianna Bolognesi
Website: http://cogvim.org

According to Conceptual Metaphor Theory (CMT, Lakoff & Johnson 1980), metaphors are matters of thought, and as such they are independent from the modality of expression. But while linguistic manifestations have been widely and extensively investigated, other modalities still lack comprehensive empirical evidence that has been consistently analyzed to support (or challenge) this theory.

The development of Cogvim entails the construction of a model for visual metaphor’s cognitive grounding, based on an innovative network-approach that will highlight and compare the overlapping features between concepts involved in visual metaphors in contrast to those that characterize verbal metaphors. This objective will be achieved through extensive semi-automated analyses of the concepts involved in metaphors, conducted across three large-scale electronic databases of semantic information:

(i) a set of semantic features collected from participants’ descriptions of concrete, basic-level concepts;
(ii) a set of annotated images, formalized by metadata from Flickr;
(iii) a semantically annotated corpus of texts.

The Value of Deliberate Metaphor

Funding agency: The Netherlands Organisation for Scientific Research
Duration of project: 2011-2016
Researcher: Gudrun Reijnierse MA (w.g.reijnierse@uva.nl)

Gudrun Reijnierse is doing her PhD on Deliberate Metaphor, under the supervision of professor Gerard Steen. For her thesis, she investigates the difference between deliberate and non-deliberate metaphors. She first establishes a theoretical framework for deliberate metaphor and will develop a method for its identification. It will subsequently examine the functions and distribution of deliberate metaphor in spoken and written English discourse. Experimental research will investigate how deliberate metaphors are recognized and processed by language users. Currently, Gudrun is at the University of Lancaster for a three month stay to work on her project with professor Elena Semino.
Lucas Reehorst recently completed a research master’s thesis in media studies on the subject of pictorial and multimodal metaphors in American editorial cartoons about the presidential elections of 1936 and 2012. In the thesis a corpus of 480 cartoons in which metaphors are used to convey something about the target domain presidential elections are analyzed (the corpus can be accessed online here). The source domains used in cartoons about the 1936 elections are compared to those presented in cartoons printed in 2012 and to the source domains discussed in 9 previous studies of primarily verbal election metaphors (Howe 1988, Blankenship and Kang 1991, Abadi and Sacerdoti 2001, Wei 2000, 2003, Scheithauer 2007, Burnes 2011 and Berberović 2013, Conners 2005). The thesis identifies the frequencies with which different source domains were used in the two corpora. In addition the sets of mappings/correspondences involved in the metaphors presented in the cartoons were identified, showing that metaphors that involve the same source-target pairing often involve wildly divergent sets of correspondences (e.g. some commerce metaphors cast politicians as rival salesmen and voters as consumers, while in other metaphors the politicians correspond to buyers, while votes correspond to goods and voters to sellers). The thesis also traces shifts in the meaning of metaphors that involve the same source and target that have taken place over time. Also addressed are the presence of different types of motivated metaphors, including comparisons to phenomena that are highly topical at the moment the metaphor is presented, topic-triggered metaphors which involve a source domain that is linked to the metaphor’s target (e.g. a depiction of a speech on a golf course in terms of the source domain golf) and pictorially and linguistically motivated metaphors (e.g. metaphors prompted by a pun, nomen-est-omen metaphors). The thesis can be found online here.

Cornelia Bock will present a poster on the topic of proper name allusions in African and European translation at the RaAM seminar in Leiden!


Student: Cornelia Bock (Universität Hamburg)

Focusing on translations of Julius Caesar and Macbeth into several African and European languages, I analysed the strategies which the different translators used to transfer a) proper names of persons, b) proper names of places, c) proper name allusions (e.g. to Greek/Roman mythology or history) and d) titles. The strategies employed by African and European translators differed mainly in the category of proper name allusions. Allusive names require a certain knowledge on the reader’s side to be understood correctly since they refer to (real and fictitious) persons, places, events, history, other literary works etc. and contain connotations. Due to the linguistic, geographic and especially the cultural distance between Shakespeare and African audiences, African translators tend to add information or to make the allusion explicit by replacing names by common nouns or descriptions.


Translations analysed
Julius Caesar: Swahili (2), Tsonga, Tswana, Venda, Krio, German (3), Swedish, French and Polish.
Macbeth: Swahili, Tsonga, Tswana, German (2), Swedish, French and Polish.
New articles & book chapters


Seminio, E., Demjén, Z., Demmen, J., Koller, V., Payne, S., Hardie, H. and Rayson, P. (2015). The online use of Violence and Journey metaphors by patients with cancer, as compared with health professionals: a mixed methods study, *BMJ Supportive and Palliative Care*. Available online here: [http://spcare.bmj.com/content/early/2015/03/05/bmjspcare-2014-000785.abstract](http://spcare.bmj.com/content/early/2015/03/05/bmjspcare-2014-000785.abstract)


Introducing:
The new RaAM Student Directory!

Over the past few months, Gudrun (RaAM Web Editor) and David (RaAM Postgraduate Liaison) have been working on re-installing the student section of the RaAM website. As part of this initiative, we are delighted to introduce the RaAM Student Directory, which will shortly be published on the RaAM website!

Thank you to those who have opted to be a part of the directory already! In order for it to grow and prove useful we still need a lot more student members to join.

If you haven’t joined yet, please lend us your support! Read about the directory and how to become part of it below:

Why have we created the RaAM Student Directory?

At present, although we have the Facebook group, we are not very well connected as RaAM student members and lack a central database for browsing others’ topics, activities and research interests. For this reason, we are creating the RaAM Student Directory, which will appear in the new student section of the site.

What will the RaAM Student Directory be like and why should I join?

The RaAM Student Directory is designed to help you become more visible as an up-and-coming researcher and is much like a university's department staff/student directory (i.e. it contains basic research and contact details and is publicly searchable). Being listed in the RaAM Student Directory is a great way for helping you get your research, activities, awards etc. seen by others in the field and showcase your membership of RaAM (handy for your CV!). You can also benefit from using the directory as a resource for archiving (and publicising) information about your research, activities, awards, conferences attended etc. and for finding others with whom you might exchange ideas, tips and (one day) collaborate!

How can I join the RaAM Student Directory?

You can join at any point in time but you must be a student member of RaAM to be eligible. To join, simply email the following information to postgrad_liaison@raam.org.uk:

- Your full name
- The title of your research (i.e. your PhD/MA by Research project title)
- Your programme of study (e.g. PhD in Education)
- Your University
- Your research interests (2 to 3 sentences max. you may want to state future aspirations here)
- Activities (awards, other memberships, projects, conferences attended, skills etc.)
- Your contact email address
- Your picture (optional)
- Links to your university page or a personal website, blog etc.

We will of course be happy to update (or remove) your information at your request.

(continue reading on the next page)
What else does the Re-installed student section of the RaAM website include?

In addition to the RaAM Student Directory, the re-installed student section of the website will also include:

- A ‘Getting together’ section featuring pictures from student gatherings at RaAM conferences and Specialised Seminars which we aim to build up from event to event.
- Links to metaphor studies, corpora, blogs and other useful resources

As always we welcome your suggestions, questions, comments etc. which can be sent to David at: postgrad_liaison@raam.org.uk

We look forward to hearing from you, and (we hope) adding you to the RaAM Student Directory!

Gudrun Reijnierse (RaAM Web Editor)
David O’Reilly (RaAM Postgraduate Liaison)

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News from the web editor

Presentations online

In the previous RaAM newsletter, we asked participants of the RaAM10 conference in Cagliari, Italy, to share their presentations and posters on the RaAM website. Many members replied, and sent us their presentations and posters.

These can be consulted on the RaAM website, where you can also find additional information about the conference: [http://www.raam.org.uk/conferences/previous-conferences/raam10-cagliari-italy/](http://www.raam.org.uk/conferences/previous-conferences/raam10-cagliari-italy/)

Sending in posters and presentations is still possible - please contact RaAM’s web editor at webeditor@raam.org.uk
We are pleased to announce that RaAM has established the **RaAM Support Fund**.

The **Support Fund** offers a limited number of bursaries for PhD students and non-students to attend RaAM conferences and seminars. Bursaries will be awarded based on economic need, with a special focus on students and non-students from developing countries, and include a fee waiver and/or a subsidy for travel costs.

If you wish to donate money to the RaAM Support Fund, please visit [http://www.raam.org.uk/donate/](http://www.raam.org.uk/donate/)

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**CALL FOR CONTRIBUTIONS**

The next RaAM Newsletter will appear at the beginning of the new academic year.

Any new publications, research projects, completed theses, seminar reports, blogs, or any other interesting metaphor-related matters can be sent to newsletter@raam.org.uk

Thank you! :-)

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