RaAM news

The Association for Researching and Applying Metaphor

RaAM

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

Message from the chair

This year's metaphor events program is fuller then ever:

four dedicated conferences, two dedicated seminars/workshops, four Cognitive Linguistics Conferences and one Metaphor Festival (see pages 5-6)!

With RaAM's own specialized seminar in Denmark on *Ecological cognition and metaphor* being imminent, it is almost time to plan the following one in 2019: offers are welcome. Please check the RaAM website on how to submit a bid.

Looking forward to seeing many of you in Odense,

Andreas Musolff

Highlights

RaAM Events, p.2 and p.3

Latest news on the May Seminar in Odense and the 12th RaAM conference in Hong Kong

Metaphor and the Social World, p. 10

May Special Issue on Metaphor in Religion and Spirituality

Inaugural Jeannette Littlemore, p. 13

On 27th February, Jeannette Littlemore gave her inaugural lecture at Birmingham Univ., on "How do metaphors work"?

Metaphor Column, p. 14

Oana David (Univ. of California, Merced) and Katharina Peterke (University of Koblenz-Landau)

6th RaAM Specialized Seminar

Ecological Cognition and Metaphor

University of Southern Denmark, Odense
18 - 19 May, 2017

Plenary Speakers

Raymond W. Gibbs, Jr. - *University of California, Santa Cruz, USA*
Agnes Szokolszky - *University of Szeged, Hungary*
Jordan Zlatev - *University of Lund, Sweden*

Local organizers

Thomas Wiben Jensen - U*niversity of Southern Denmark*
Astrid Jensen - *University of Southern Denmark*
Linda Greve - *Aarhus University*
Anders Klitmøller - *University of Southern Denmark*
Anders Hougaard - *University of Southern Denmark*
Cindie Maagaard - *University of Southern Denmark*

The goal of the seminar is to relate the newest tendencies within cognitive science to the study of metaphor and other forms of figurative language.

If cognition is no longer to be seen as solely a property of the individual mind where does it leave a cognitive approach to metaphor? Can we investigate metaphor as evolving constraints on experience, thought and feeling within a distributed cognitive system? What is the role of metaphor in the creation of the interpersonal mind, e.g., how can metaphors be studied as affordances for joint action and thinking? These are some the questions to be addressed at the seminar.

The deadline for registration has been extended and we welcome all to participate.

Find more information and a preliminary program [here](#).

RaAM 12 in 2018

27-30 June

The Hong Kong Polytechnic University

We are pleased to announce the 12th conference of <u>RaAM – the Association for Researching and Applying Metaphor</u> which will be held at <u>The Hong Kong Polytechnic University</u> from 27 June to 30 June 2018. The conference will be hosted by the university's <u>Department of English</u>.

The theme of RaAM12 is **Metaphor across contexts and domains: from description to application**. We aim to highlight the multi-contextual and inter-disciplinary nature of contemporary metaphor scholarship, and the various steps along the trajectory from description to application. We hope to provide a platform where researchers and practitioners can discuss descriptive, theoretical, conceptual, and/or applicative aspects of their work, across different forms, functions, contexts, and domains of metaphor use in the social world. For more information, please see: <u>http://www.engl.polyu.edu.hk/events/raam/index.html</u>

Submitted by: Kathleen Ahrens and Dennis Tay

Please donate
to 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.

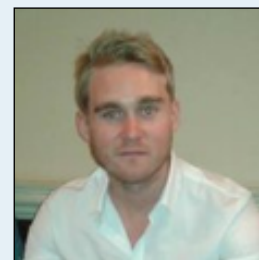Donations can be made via the <u>RaAM website</u>.

Want to share the presentation you gave at RaAM 11 in Berlin ? Please send it to <u>webeditor@raam.org.uk</u>

Any news for the newsletter? Send your contribution to <u>newsletter@raam.org.uk</u>

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

While the seasonal frosts have now thawed here in northern Europe, and we remember our southern hemisphere friends buttoning up for the autumnal cold, let us turn our eyes to the RaAMsphere, where these weather-related leitmotifs-we-live-by signify one important thing - the bi-annual update on student matters…

Sticking with the story theme for a moment, LIFE IS A STORY is a favourite metaphor of Katharina Peterke, our student interviewee in this edition's METAPHOR COLUMN. You can read my interview with Katharina on page 16, in which she shares her thoughts on conceptual metaphor in foreign language teaching, metaphor in culture and translation, and explains that while the English get themselves into 'a fine mess', Germans prefer 'food', which turns into 'a party' in Serbian!

For the METAPHOR COLUMN interview with an established academic, we are very lucky to have interviewed Oana David (University of California, Merced). On page 14 Oana tells us about her work on argument realization, experiencing darkness, living in California and the first encounter with a poignant, Persian metaphor: 'the henna of democracy'!

Turning to the RaAM specialized seminar in Odense (Denmark) in May, be sure to join us on the evening of Wednesday 17th May for a fairytale of a student event: smørrebrød (open faced Danish sandwich) and micro-brewery beer in H.C. Andersen's hometown.

And finally, as ever, your feedback and ideas on being a RaAM student member are always welcome. In particular, please do get in touch with any thoughts, requests, comments etc. to help us with planning the student event at RaAM 2018 in Hong Kong and the conference in general. I can be reached at postgrad_liaison@raam.org.uk

Other ways in which you can engage with RaAM as a student member:

1) Join the RaAM Student Directory. The directory is a useful way for students and recent graduates to see who's specializing in what (and who might be of help!), and to archive your activities, presentations etc.

2) See pictures from student events and send in your new ones by email

3) Interview an established academic for the newsletter's METAPHOR COLUMN, be an interviewee yourself…or both!

4) Use the RaAM Facebook group to share links, notifications, conference info, open access resources, personal blog pages etc. and importantly, ideas about how we can improve RaAM student engagement!

'Till later in the year, very best wishes!

David O'Reilly

RaAM Postgraduate Liaison

postgrad_liaison@raam.org.uk

Upcoming events

6th RaAM Specialized Seminar

18 May - 19 May, 2017
University of Southern Denmark, Odense, Denmark

Plenary speakers

Ray W. Gibbs, Jr. (Univ. of California, Santa Cruz, USA)
Agnes Szokolszky (University of Szeged, Hungary)
Jordan Zlatev (University of Lund, Sweden)

Details

Metaphor and Argumentation

25 May - 27 May, 2017
University of Cagliari, Italy

Metaphor and Argumentation: Meeting Philosophy at the crossroads of enterprise and society

Details

7th International Conference of the French Association for Cognitive Linguistics (AFLiCo 7)

31 May -3 Jun, 2017
University of Liège, Belgium

Plenary speakers

Myriam Bouveret (Univ. de Rouen & CNRS)
Barbara Dancygier (Univ. of British Columbia, Canada)
Nicole Delbecque (KU Leuven, Belgium)
Sandra Halverson (Bergen Univ. College, Norway)
Peter Harder (Univ. of Copenhagen, Denmark)
Nick Riches (Newcastle Univ., UK)

Details

International Conference on Metaphor and Translation

1-2 Jun, 2017
University of Toulon, France
A French-Canadian Collaboration

Plenary lectures:

Isabelle Collombat (Univ. Paris 3 (ESIT), France)
Michele Prandi (Univ. of Genoa, Italy)

Details

RaAM endorsed event

Intercultural Metaphors: Towards a Global Conceptual Schema or Variable Cultural Concepts

17-18 Jun, 2017
Alba Iulia, Romania

Keynote Speakers:

Zoltán Kövecses (Eötvös Loránd Univ., Hungary)
Mariana Neagu (Dunarea de Jos Univ., Romania)
Giacomo Ferrari (Amedeo Avogadro Univ., Italy)

Details

Workshop on Sentiment Analysis and Figurative Language in French Tweets at TALN

26 June, 2017
Orléans, France

Details

14th International Cognitive Linguistics Conference

10-14 Jul, 2017
University of Tartu, Estonia

Plenary speakers

Dagmar Divjak (Univ. of Sheffield, UK)
Nick C. Ellis (Univ.of Michigan, USA)
Laura A. Janda (Univ. of Tromso, Norway)
Ronald W. Langacker (Univ. of California, San Diego)
Asifa Majid (Radboud Univ., Nijmegen, NL)
John Newman (Univ. of Alberta, Canada)

Details

Metaphor Festival

31 Aug - 2 Sept, 2017
University of Amsterdam, Netherlands

Plenary speakers

Alan Cienki (Vrije Universiteit Amsterdam)
Kathleen Ahrens (Hong Kong Polytechnic University)

Details

Conference of the Russian Cognitive Linguistics Association

20 - 22 Sept, 2017
Belgorod National Research University, Russia

Details

6th International Conference on Metaphor in Language and Thought

24 - 27 Oct, 2017
Universidade Federal da Bahia (Salvador-Brazil)

Theme: Metaphor and Multimodality

Mark Turner (Case Western Reserve University)
Eve Sweetser (University of California, Berkely)
Alan Cienki (Vrije Universiteit Amsterdam/Moscow State Linguistic University)
Lilian Ferrari (Universidade Federal do Rio de Janeiro)

Details

RaAM endorsed event

Conference of the Polish Cognitive Linguistics Association

21 - 23 Sept, 2017
University of Rzeszów, Poland

Plenary speakers

Laura A. Janda (Tromsø University)
Joanna Rączaszek-Leonardi (Univ. of Warsaw / Polish Academy of Sciences)
Elżbieta Tabakowska (Jagiellonian University)
Adam Głaz (UMCS, Lublin)
Martin Hilpert (Neuchâtel University)

Details

Call for papers

Special issue of metaphorik.de: "Metaphor and Migration"

We are pleased to announce that the journal metaphorik.de is going to publish a special issue on metaphor and migration. We cordially invite you to contribute to this special issue.

The special issue of the international journal metaphorik.de seeks to contribute to understanding the (current) discourse(s) about refugees and migrants by revealing underlying conceptualizations of, and attitudes towards,

geographical movements and the people involved. In order to better understand discussions of migration, immigration and refugees, the special issue "Metaphor and Migration" will examine the use of metaphor and/or metonymy in different discourse types.

We invite contributions that investigate how migration, including refugees and immigrants, is represented and conceptualized metaphorically or metonymically in any type of discourse (such as political discourse or discourse in different media/social media).

Abstracts of 300-500 words in length (excluding references) should clearly indicate the scope of research, methodology, and (expected) results. Please submit your abstract by August 15th, 2017 to info@metaphorik.de. Authors will be notified of the acceptance/rejection of their proposal in September 2017. The entire paper will be due by January 31st, 2018. The final version of the submitted papers will be published in the special issue of metaphorik.de in June 2018.

Metaphorik.de is an international journal that strives to promote scientific exchange about topics concerning metaphor and metonymy. The online version of metaphorik.de is an open access journal which contributes to the accessibility of current research. While the editorial team perceives of metaphorik.de primarily as an online journal, we also offer a print version of all issues for purchase. Metaphorik.de advocates interdisciplinary perspectives on metaphor and metonymy. We therefore explicitly welcome contributions that are not limited to the field of linguistics. Researchers in the areas of cultural studies or sociology, for example, are also encouraged to contribute to the special issue on migration and metaphor or to our journal in general (see our homepage for more information).

Important dates:

* Submission of abstracts: August 15th, 2017
* Notification of acceptance of proposal: September 2017
* Submission of full-text papers: January 31st, 2018
* Notification of acceptance of full-text papers: March 31st, 2018
* Publication of special issue: June 2018

Kind regards, on behalf of the editorial team

Anke Beger

Call for papers

6th International Conference on Metaphor in Language and Thought

The 6th International Conference on Metaphor in Language and Thought, to be held at Universidade Federal da Bahia (Salvador-Brazil), from October 24-27, covers a large range of topics related to the research on Metaphor in Cognitive Linguistics. The conference theme is Metaphor and Multimodality. However, we invite a broad range of papers on all topics related to Metaphor studies, such as:

- Metaphor and multimodality;
- Metaphor and complexity;
- Metaphor and teaching;
- Metaphor and culture;
- Metaphor in different theoretical-methodological views;
- Metaphor and neurosciences;
- Metaphor and discourse.

RaAM endorsed event

The languages of the conference are English and Portuguese (with translation for workshops, conferences, and panel sessions)

Submission formats

Session slots will be allocated 20 minutes, which includes questions and discussion.

1. Theme sessions

Deadline for proposals: 1 April - 15 June 2017; notification: until 29 June 2017*
Deadline for abstracts submission: 15 August 2017

- Theme session organizers should submit their theme session proposals via EasyAbs in a .doc(x) format. Theme session proposals should include: session title, name and affiliation of the theme session convener, a proposal of up to 300 words, followed by a list of the authors and titles of the individual papers, and all abstracts for the theme session in a suitable order.

- The conference schedule particularly suits sessions comprised of 3 slots (20 minutes each), including time for introduction and general discussion. The maximum length of the theme session is 6 slots. Papers in each theme session should be thematically linked. We strongly encourage diversity at the level of the affiliations involved at the theme session. Theme session conveners are encouraged to launch a broad call for submission.

- Once the theme session has been accepted as a whole, theme session organizers will need to submit all the abstracts from their theme session in a single file (with one abstract per sheet).

2. Oral presentations, Work in progress (Master and PhD) and poster sessions

Deadline: 1 April to 30 June 2017; notification: 15 days after the submission, until 15 August 2017
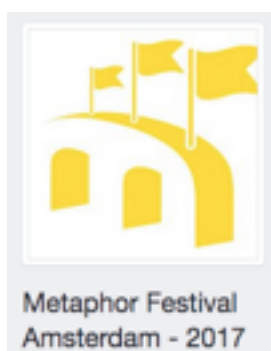
Abstract Submission

Submissions should include: title of the presentation, name(s), affiliation(s), and e-mail address(es) of the author(s), three to five keywords, and a 300-word abstract (including examples, and excluding figures and references). Submissions should be formatted in the following way: please use 10 point Arial font, single-spaced, and set margins to 1 inch (2.54cm) all around. The submission should be in a .doc(x) format.

Link to EasyAbs abstract submission page: http://linguistlist.org/easyabs/cimlp2017 (for submissions in Portuguese) and http://linguistlist.org/easyabs/cimlp2017eng (for submissions in English).

Conference Announcement

The Metaphor Lab Amsterdam is delighted to announce that the next **Metaphor Festival** will take place in Amsterdam from 31 August through 2 September 2017, with Alan Cienki (Vrije Universiteit Amsterdam) and Kathleen Ahrens (Hong Kong Polytechnic University) as keynote speakers.

Metaphor Festival
Amsterdam - 2017

Hong Kong PhD Fellowships

Established by the Research Grants Council (RGC) of Hong Kong in 2009, the Hong Kong PhD Fellowship Scheme (HKPFS) is open to those seeking admission as new full-time PhD students in UGC-funded universities, irrespective of their country of origin. Applicants should demonstrate outstanding qualities of academic performance, research ability / potential, communication and interpersonal skills, and leadership abilities. Please click here for more information.

The Fellowship provides an annual stipend of HK$240,000 (approximately US$30,000) and a conference and research-related travel allowance of HK$10,000 (approximately US$1,300) per year to each awardee for a period of up to three years. More than 200 PhD Fellowships are awarded each academic year.

If you are interested in the program, I suggest you write to the academic you would like to supervise you three to six months in advance of the deadline (which is usually at the end of November) and see if they are interested in your research topic. This will allow you to get feedback from them and submit a strong proposal.

Submitted by:
Prof. Kathleen Ahrens
Department of English
The Hong Kong Polytechnic University

New book

Martinengo, Alberto. (2016). *Filosofie della metafora*. Milan: Guerini e Associati.

Philosophies of Metaphor (Filosofie della metafora) is a survey book on the role of images in our everyday language. Its aim is twofold: it retraces a philosophical history of metaphor, from Aristotle to Vico, from Kant to Nietzsche; and it examines the 19th-century metaphorical turn, both in the Anglo-American and the continental debates. The thesis of the book is that the two main trends in recent research – conceptual metaphor and metaphor as a device for visualization – are not irreconcilable: as shown by advances in visual studies, images play a fundamental role in thinking. Metaphor seems to be the most relevant example of that cooperation. Main references of Alberto Martinengo's book include: Max Black, Hans Blumenberg, Paul Ricœur, George Lakoff and Mark Johnson, W.J.T. Mitchell.

Your survey of the contemporary metaphorical revival focuses both on the analytical and the continental debates. Do you consider them compatible or radically alternative debates?

Alberto: Philosophies of metaphor are a field in which the analytical-continental divide has completely lost its meaning. Philosophers from different traditions currently read and discuss books belonging to the "other" side of the contemporary debate, participate in conferences and seminars no matter where their discussants come from, write research projects merging various perspectives etc. Yet, this is not the only way in which metaphor crosses the barriers. The boundaries among the disciplines are also overridden: contributions from linguists are essential to philosophers, not to speak of epistemologists or neuroscientists. This is one of the most fascinating aspects of the metaphorical revival – but it is also the most demanding one, as it makes an inclusive survey impossible.

Nevertheless, your perspective starts from a specific set of problems, those of authors coming from the hermeneutical tradition. Why should hermeneutics deal with the metaphorical revival?

Alberto: My approach is that of authors such as Nietzsche, Blumenberg, and Ricœur. They share one common assumption: metaphor is a matter of rationality. That is: metaphorical devices are not only linguistic phenomena but represent the basis for conceptual thinking, argumentative reason, and communication. As one can see, these topics are relevant for other authors too, particularly Lakoff and Johnson. Yet, according to Nietzsche, Blumenberg, and Ricœur, metaphor marks the history of human thought in a more radical way. In their (and mine) perspective, truth itself is at stake, whether it means adaequatio intellectus et rei or the way in which one recognizes (by means of concepts, interpretation, arguments) a world of meanings as our common world.

This seems to involve extraphilosophical consequences. Does philosophy of metaphor have a political meaning too?

Alberto: Yes, there are plenty of political meanings. Indeed, political matters are the mainspring of Philosophies of Metaphor. As metaphors are rich of non-descriptive meanings, they involve values, moral or aesthetical judgments, and beliefs. Choosing one metaphor instead of another depends on one's way of conceiving a particular state of things, which is not the mere description of relevant qualities of a substance. In a sense, the limits of my metaphors are the limits of my world: while using a metaphor, one is aware that he or she is also tracing a border, as a metaphor includes the people who understand it, and excludes the rest of the world. Each of us lives in many worlds of metaphors at the same time: our family's metaphors, our friends', or those of the people speaking our language. The coexistence of worlds of metaphors is never undisputed, as it implies the impossibility of a radical translation. This philosophical consideration of metaphor is a way to approach relevant issues in the political and public debate: first of all, that of the clash of values, as values are never mere ideals but live in our daily practices, starting from the use of our metaphorical languages.

Book review

Eyal Segal, post-doc at the Porter Institute for Poetics and Semiotics (Tel Aviv University, Israel), reviewed *Mixing Metaphor* (2016), edited by Raymond W. Gibbs Jr.. This book is part of the book series Metaphor in Language, Cognition, and Communication.

You can read the review here!

Articles, book chapters, monographs

Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). The effects of metaphorical framing on political persuasion: A systematic literature review. *Metaphor and Symbol, 32*(2), 118-134. doi: 10.1080/10926488.2017.1297623

Brugman, B.C., Burgers, C., & Steen, G.J. (2017). Recategorizing political frames: a systematic review of metaphorical framing in experiments on political communication. *Annals of the International Communication Association*, 1-17, doi: 10.1080/23808985.2017.1312481

van den Heerik, R.A.M., van Hooijdonk, C.M.J., Burgers, C., & Steen, G.J. (2017). "Smoking is sóóó… sandals and white socks": Co-creation of a Dutch anti-smoking campaign to change social norms. *Health Communication, 32*(5), 621-628. doi: 10.1080/10410236.2016.1168000.

Huumo, T. (2017). The grammar of temporal motion: A Cognitive Grammar account of motion metaphors of time. *Cognitive Linguistics*, 28 (1), 1-43.

Ogarkova, A., Soriano, C. & Gladkova, A. (2016). Methodological triangulation in the study of emotion. The case of 'anger' in three language groups. *Review of Cognitive Linguistics,* 14(1): 73-101.

Piata, A. (2016). When Metaphor Becomes a Joke: Metaphor Journeys from Political Ads to Internet Memes. *Journal of Pragmatics,* 106: 39-56.

Piata, A. & Pagán Cánovas, C. (2017). *Powerful Rhyme* and *Sluttish Time*: A Cross-linguistic Study of Time Personification in Poetic Discourse. *Language and Literature,* 26 (1): 18-33.

Šeškauskienė, Inesa, Modestas Talačka, Valentinas Niunka (2016). How dirty is dirty money? Metaphors in EU directives on some criminal matters: a cross-linguistic analysis. Žmogus ir žodis/ Man and The Word: Foreign Languages 18 (3): 80–102. http://www.zmogusirzodis.leu.lt/index.php/zmogusirzodis/article/view/165/159 DOI: http://dx.doi.org/10.15823/zz.2016.19

Steen, G.J. (2017). Deliberate Metaphor Theory: Basic assumptions, main tenets, urgent issues. *Intercultural Pragmatics, 14*(1), 1-24. doi: 10.1515/ip-2017-0001

Special Issue
Metaphor and the Social World 7:1 (2017): Metaphor in Religion and Spirituality

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Metaphor and the Social World welcomes contributions from RaAM members, and is also happy to consider proposals for themed special issues (contact Alice Deignan a.h.deignan@education.leeds.ac.uk). RaAM members are entitled to a discounted subscription to MSW.

Projects

Defying the clock: Subjective time and valence in language and literature

Anna Piata, Cristina Soriano & Patrizia Lombardo
Swiss Center for Affective Sciences, University of Geneva, Switzerland

How do we represent approaching events? Is it influenced by the way we feel about them? Research in psycholinguistics has suggested that positive anticipated events are likely to be metaphorically construed as destinations we move towards, whereas negative anticipated events would be entities that move towards us. However, there was no evidence for this "affect bias" in spontaneous language use.

Our project aimed to fill the gap as well as to identify linguistic factors that may interact with the affect bias in the conceptualization of approaching events. To do so it looked at the event-related metaphorical uses of motion verbs like "to approach" in everyday language and literature.

Our preliminary quantitative results confirm the affect bias, but also reveal collocational constraints hitherto unaccounted for, and a possible genre bias towards negativity in literature. Additional qualitative analyses on anticipation in poems suggest that the affect bias underpins the lexicalization of anticipated events even when speakers do not use time metaphors.

Body and Metaphor: Narrative-based Metaphor Analysis in Medical Humanities

Dr. Anita Wohlmann (Johannes Gutenberg University Mainz) has been awarded a research grant by the German Research Foundation (2017-2020) to examine the intersections of metaphor and narrative using the example of metaphors of the female body. The research project is situated at the intersection of literature studies and medicine and focuses on metaphors in their capacities as potent epistemological and experiential devices.

Theoretical Background
Metaphors, like narratives, are relevant in science and health contexts as they help explain complex and abstract information. In addition, metaphors enable individuals to voice disruptive, personal experiences that are difficult to describe otherwise, for example through a coherent narrative. While narrative has been successfully implemented within interdisciplinary approaches, such as Medical Humanities and Narrative Medicine, research on the relation between metaphors and narratives has remained unsystematic. Moreover, studies on metaphors in Medical Humanities tend to emphasize the problematic side of metaphors: Metaphors can indeed be stigmatizing, essentializing or dehumanizing when the meaning of the source domain is too readily substituted with that of the target (e.g., body as machine). What has been deemphasized, however, is that metaphors can also be pluripotent and empowering tools of the imagination, inviting ambiguity and complexity and providing a space for agency and resistance. Metaphors can thus defamiliarize, contest and reimagine reductionist or allegedly set connotations. The research project asks: How can the plurisignifying potential of metaphors be activated and conceptualized so that limiting and harmful metaphors become liberating and productive?

Hypothesis and Aim
The project departs from the hypothesis that the relationship between metaphor and narrative is crucial to the meaning of metaphors, as metaphors are usually embedded in narratives and can project mini-narratives of their own. The aim is to develop an approach to metaphors, in which - on a theoretical and a practical level - metaphor analysis and narrative analysis are joined. More precisely, the project (1) reimports existing scholarship from Medical Humanities to literary studies and addresses a research gap in narrative theory by aiming at a model of narrative-based metaphor analysis; and it (2) investigates the plurisignifying potential of metaphors and tries to develop a concept that hones metaphorical competence.

Corpus
The object of investigation is a corpus of fictional narratives by female American authors from 1850-1950, in which the writers negotiate, challenge and reimagine problematic metaphors of the female body. The metaphors that are reimagined in these texts are informed by medical and scientific notions about the nature of womanhood. The analysis will exemplify how essentializing metaphors of the female body, such as woman-as-flower or the body-as-a-closed-energy-system, can become spaces of individual agency and rhetorical resistance when their plurisignifying potential is activated.

Contact
For more information, visit Dr. Wohlmann's profile or send an email (wohlmann@uni-mainz.de).

Resistance to Metaphor

Metaphor Lab

The **Resistance to Metaphor website** is online! Read more about this new research program at the Metaphor Lab Amsterdam, the different projects and the people involved on http://resistancetometaphor.org/

Report

Metaphor Lab Amsterdam Winter School

From Sunday evening 22 January until Friday evening 27 January, 27 Master students, PhD students and post doc researchers from 16 different countries attended the **Metaphor Lab Amsterdam Winter School** "Metaphor Identification and Analysis". Under the supervision of Gerard Steen, Susan Nacey, Tina Krennmayr, Jean Wagemans and Marianna Bolognesi the students followed courses on visual metaphor or metaphor and argumentation in the morning and learned all about MIPVU in the afternoon. Students could also attend plenary talks by Gerard Steen. This way, the teachers trained the participants in various methods of metaphor identification and analysis that the students can now apply in their own work.

At the end of the week the participants gave a presentation about what they learned during the winter school. Since the school also included lunch, dinner, drinks, bowling and sightseeing, the students not only learned a lot about metaphor in language, image and argumentation, but also got the chance to meet new people and a new city!

We want to thank the Amsterdam Center for Language and Communication and the CogVim project for sponsoring this unique event.

On 27th February 2017, Jeannette Littlemore gave her inaugural lecture at Birmingham University, England, entitled 'Why do metaphors work? The power of metaphor in everyday communication', to a very full lecture theatre. Many British based metaphor scholars travelled to attend, as well as some visiting academics from overseas. It was good to see that there were applied linguists and English language scholars who do not research metaphor in the audience as well, and to see them realising the power and importance of metaphor. Jeannette summarised some of the many projects she has worked on over the years, under the overarching theme of how metaphors work. It was a fascinating talk for all of the diverse audience of experienced metaphor scholars, other academics, friends and family. It can be watched on: https://www.youtube.com/watch?v=yrczCGSDh4w.

Adán Martín-Dueñas has recently won an 'Excellence Award for Doctoral Research 2016' in the area of Arts and Humanities for his thesis defended in 2014 about the conceptualization of TIME.

Dissertation Title: Cognitive dynamics of the poetic and linguistic complexity of the concept TIME. Conceptual modelling in "The Waste Land" by T. S. Eliot (1922)

PhD candidate: Adán Martín-Dueñas
PhD supervisor: Dr Juani Guerra
Department: Modern Languages
University of Las Palmas de Gran Canaria

The work can be accessed freely here.

Congratulations, Adán!

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

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interview by Kamila Midor

Oana David is Chancellor's Postdoctoral Fellow at the University of California, Merced Cognitive and Information Sciences. She uses computational, corpus and discourse analytic methods in the study of metaphor. She focuses on metaphor domains of socio-cultural importance, such as poverty, cancer, and immigration. Her dissertation and recent work elaborate on the intersection of Conceptual Metaphor Theory and Construction Grammar.

M is for **Metaphor**. Do you have a favourite metaphor in research or general usage? What makes it your favourite?

I'm a huge fan of all primary and event structure metaphors (e.g. PURPOSES ARE DESTINATIONS, CAUSES ARE FORCES, STATES ARE LOCATIONS, ACTION IS MOTION). I'm fascinated by the extent to which they shape all aspects of our cognition, in both linguistic and nonlinguistic ways. They also motivate meaning in grammar itself. They really are the experientially-grounded 'stuff' making up our entire conceptual innerverse. We may not necessarily find LIFE IS A BOOK or LOVE IS A JOURNEY in every language, but we would be hard-pressed to find a language or culture that does not represent MORE IS UP in one way or another.

E is for **Experiencing darkness.** You have joined a group of anthropologists, linguists, cognitive scientists, and scholars in the humanities led by Professor Holley Moyes, who investigate the phenomenon of darkness. Could you tell us about this research?

In this working group we ask questions like, what role does darkness (and light) play in our experience of our contemporary cultural, spiritual, and social world? Why is darkness sometimes a scary thing (like being afraid of the dark, or its use in horror movies), and other times a reassuring or calming thing (like dim candle light in a religious ceremony)? My role in the group is to bring insights from cognitive linguistics and metaphor theory to understanding how, cross-linguistically and cross-culturally, darkness is both a metaphor for other things, and is itself talked about metaphorically. In the first instance, we use darkness and light to talk about intellect, morality, and character. In the second, we talk about darkness itself metaphorically and metonymically as being closed, being covered, being black or being unseen. In this group, we hope to generate new insights by bringing to the same table discussions from multiple disciplines – anthropology, psychology, linguistics, literature – on a phenomenon that is of central importance to human experience.

T is for **Transcontinental.** Your languages of research have been truly transcontinental: English, Romance languages (Romanian, French, and Spanish), Japanese, Kannada (Dravidian, India), and Sereer-Saloum (Niger-Congo). Regarding metaphor, what interesting similarities and/or differences have you found across these languages?

It all comes down to those beautiful, ubiquitous primary metaphors. I remember a moment when, during a MetaNet meeting, a Persian analyst revealed that 'the henna of democracy' is common in the Persian language. At first we all scratched our heads – why henna? And what does that have to do with democracy? But upon further inspection, we realized it's very similar to the English 'veneer of democracy' or 'veil of democracy' – it is thin, ornate, superficial, and fades easily. It is there to impress at first, but doesn't have staying power. It also brings other interesting common metaphors into play, such as the NATION IS A BODY. I'm sure that if I take a look in other languages, I will see similar metaphors, albeit with different culturally-salient imagery.

A is for **Argument realization.** Your dissertation, Metaphor in the Grammar of Argument Realization, explores the interaction between conceptual metaphor and grammar. Could you give us a brief overview of this work?

To elaborate on the foundational work of George Lakoff and Adele Goldberg and on recent work by Karen Sullivan, I am working to uncover the interaction between metaphor and argument structure. After all, linguistically metaphor manifests in utterances (sentences in discourse context), not in single, isolated words. Since a lot of the time we use common verbs like 'attack,' 'squeeze,' and 'push' in metaphoric ways, it is useful to see how their arguments are realized, and whether that is different in non-metaphoric and metaphoric senses.

P is for **Poverty and cancer metaphors.** Your recent work involves a case study of these metaphors. What are these metaphors and how have you observed them operate?

Poverty and cancer are both instances of personal and social problems. As such, people tend to use the same metaphors to talk about them, since dealing with all types of problems causes similar hardships. Poverty and cancer are both seen as opponents, pests, and monsters. Alternatively, dealing with them is seen as an ardous, obstacle-filled journey.

H is for **How we reason.** An enquiry central to your work is how we reason about important social issues. Why is it important to study this process?

Language is both a window into peoples' thinking, and a tool for helping to shape it. As linguists, we have the tools and insights that are useful in how we as citizens understand complex and problematic issues in our community, such as climate change, poverty, and attitudes towards immigration. It is not important that we study these reasoning processes – it is imperative.

O is for **Other.** Other than your academic pursuits, how do you enjoy spending your time?

Living in California for the past 7 years has been a treat, and I try to visit different areas, getting a feel for this state's immense, diverse beauty. Besides that, family and friends are my life!

R is for **Repository.** Much of your work on metaphor in computational and corpus linguistics has centered around the [MetaNet Metaphor Repository and Identification project](). Can you tell us about your involvement with this resource and what research it is enabling?

The best place to get hand-on experience with MetaNet is at the public Wiki at https://metaphor.icsi.berkeley.edu/pub/en/. This is just one piece of the MetaNet system, but it can give you an idea of the usefulness of this system as a metaphor research tool. Via the Wiki, you can search through networks of interlinked metaphors, their source and target domain frames, and many other metaphor-specific features. Along with Ellen Dodge, Elise Stickles, and several other folks, I have been involved with this project as a founding team member since 2011, and I am happy to continue dissipating new information about the project and provide updates. Feel free to check out news about MetaNet at my website, www.oanadavid.com, at the MetaNet project page listed in the question, or on the Wiki itself. And I am pleased to announce the publication of a [special issue on MetaNet]() in the journal Constructions and Frames!

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THE METAPHOR COLUMN

interview by David O'Reilly

M is for **Metaphor**. Do you have a favourite metaphor? What makes it your favourite?

My favourite metaphor is LIFE IS A STORY. For me, this is a metaphor that has the power to change your whole attitude towards life. The metaphor creates the image of Peter Pan's world in my mind – looking at life as a story can add a note of poetry and magic to every usual situation and encounter. This is a wonderful point of view, especially today, where people forget to see the beauty in small things and to write and embellish "their story" themselves.

Katharina Peterke is a cognitive linguist, translator and foreign language teacher. After completing a first degree in English Language and Literature, she is now conducting PhD research into the effects of conceptual metaphor teaching on foreign language learning.

E is for **Education**. Could you tell us more about your PhD and area of research?
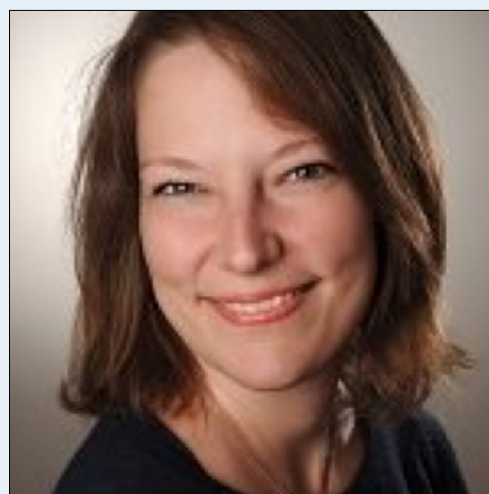
My research deals with the use of conceptual metaphor in foreign language teaching. Conceptual metaphor seems to be immensely helpful for students when acquiring vocabulary, as it can function as a meaningful framework for better retention of new expressions. Also, the picturesqueness and intuitiveness of metaphorical concepts might endorse barrier-free communication in the target language. It is high time that conceptual metaphor be more readily included in learning and teaching materials.

T is for **Translation.** You recently set up an exciting new translation, editing and training service. Could you tell us more about that, and the role of metaphor in this work?

The purpose of language is communication and so my intention is to support intercultural communication. Thus, I wanted to set up a language and training centre that does not deal with language in a superficial way – my main concern is to really be acquainted deeply with the culture that the languages are stemming from in order to offer language services. Communication and cultural knowledge are, thus, the important foundation pillars of every translation project, training course and editing work that I do. Metaphor is a huge part of everyday communication and functions like a mirror of cultural values, mentality and behavioral patterns in a culture. It is, thus, an indispensable part of training and translation processes. You can find out more about my translation, editing and training service by visiting my homepage.

A is for **Author** (a new question for the metaphor column!): do you have a favourite (general) author when it comes to metaphor, and why do you like this author?

It is difficult for me to name one favorite author – there are so many authors who tell their stories in a beautiful way: Alessandro Barricco, Ian McEwan, Khaleid Hosseini… One novel that impressed me deeply concerning its language and content was "The Shadow of the Wind" by Carlos Ruiz Zafón. He uses beautiful metaphors and his language is picturesque and lyrical. I, for example, love the way he describes books: "Books are mirrors: You only see in them what you already have inside you".

P is for **Polyglot**. You have English, German, Serbian (and other Balkan languages) at your disposal. What do you find interesting about these languages with regard to metaphor?

The thing I love the most about metaphors is that they contain so much subliminal information about the culture the language is stemming from. Both metaphors and mentalities differ across cultures. Let´s take "Jetzt haben wir den Salat" in German, which can be expressed as "Now we´re in a fine mess" in English and "Eto nama žurke" in Serbian. English has a very precise expression for what the situation is about – something went wrong and the result is a great mess. At the same time the English idiom shows a note of irony and dry humour. In Germany, a healthy lifestyle and diet is a great concern – food is used in the idiom. In Serbia, on the other hand, people are deemed to have a lot of humour and prefer an easy-going way of life – the idiom is ironic and mentions a party (more literally: "Here we have our party"). I like to find examples of metaphors that display the different facets of the cultures that use them.

H is for **Home.** Owing to your mixed heritage, you have called more than one place 'home'. Could you tell us something of your experiences living and studying in these places?

Living in Germany and in Serbia, I have experienced two cultures that are completely different from one another regarding mentality, way of life, language and ways of expression. In Germany, I have experienced a very supportive and organized working environment with endless possibilities concerning further education and personal progress. In Serbia, on the other hand, the possibilities for educational and business materials are limited, but I have had the opportunity to meet and work with extraordinarily talented scientists, artists and translators.

O is for **Other.** What are your other interests, apart from metaphor?

Oh, there are many! Most of them are connected to arts and the theatre. I love to sing and play the piano, and I started acting a few years ago. I also read a lot. Actually, metaphor is a huge part of everything I love – how could literature, the arts and theatre live without metaphor?

R is for **R**ecommendation. Do you have any recommendations (e.g. methodological, practical, theory-based) for current PhD students researching conceptual metaphor and language competence in ELT?

What I have noticed about studies from the field of ELT is that they are often conducted under circumstances that do not represent a real classroom environment. Ecological validity, in my eyes, is a very important factor of educational research. Be careful to avoid teaching to the test and lab settings if you really want to find out about and show the effect of conceptual metaphor in language learning. Afterwards, do not expect too high statistical significance in your results. If you stick to a realistic and ecologically valid educational setting, it is very improbable that you will get statistically highly significant results. But in the end, results with low statistical significance, but high practicability in the real-life classroom will be more valuable than highly statistically significant results without any significance for teaching practice.

Interview questions adapted from Steen, G. (2014). Interview: 15 questions about metaphor research for Gerard Steen. *metaphorik.de. 25*, 155-167.