

RaAM

the Association for Researching and Applying Metaphor

Adapted from: <http://www.mediastudies.nl/vv-conferenties/conferenties-organisatie2006/conferenties-organisatieRaam.html>

4 June (9:00) -5 June (18:30) 2009

Researching and Applying Metaphor (RaAM) Workshop: *Metaphor, metonymy & multimodality.*

The workshop is being organized by Charles Forceville, Department of Media Studies, University of Amsterdam, in coöperation with its co-sponsors:

- Faculty of Arts of VU University, Amsterdam
- Amsterdam School of Cultural Analysis (ASCA), UvA
- John Benjamins Publishing Company

Background

The analysis of metaphor in different modalities, not just in written texts, elucidates the vital ties between metaphor and metonymy in meaning-making. This workshop therefore integrates these three topics for its theme. The multiple forms of expression to be considered include written words, spoken language, the pictorial mode (still and moving images), sound, and the gestural mode. Attention will be focused on the multimodal use of metaphor and metonymy in TV advertising, film, comics, animation, naturalistic spoken discourse, experimental settings, and foreign language teaching.

Speakers

The following speakers will be presenting joint plenary lectures and conducting the hands-on workshops individually or in pairs:

- Images:
[Frank Boers](#), Erasmus College of Brussels, Belgium
[Charles Forceville](#), University of Amsterdam, The Netherlands
[Fiona MacArthur](#), Universidad de Extremadura, Cáceres, Spain
[Lisa El Refaie](#), Cardiff University, United Kingdom
- Gestures:
[Daniel Casasanto](#), Max Planck Institute, Nijmegen, The Netherlands
[Alan Cienki](#), Vrije Universiteit Amsterdam, The Netherlands

[Irene Mittelberg](#), Vrije Universiteit Amsterdam, The Netherlands
[Cornelia Müller](#), European University Viadrina, Frankfurt/Oder, Germany

Format & Schedule

The workshop will feature a combination of plenary lectures, introducing basic concepts, and hands-on workshops, in which the plenary speakers will guide participants in the analysis of materials. There will be two plenaries on the analysis of *images* and two on *gestures*, and three workshops on each of the modes of *images* and *gestures*. The same hands-on workshops will run on both days so that participants may take part in two out of the three on each topic.

Participants

In order to retain the workshop character we envisage a maximum of 75 participants in the workshop. To control the number enrolled, those interested are asked to submit the completed application form, found on the website, by 15 March 2009. You will see that applicants must either submit an abstract for a poster or a statement of interest for the workshop. Preference for acceptance will be given to

- RaAM members and
- those with demonstrable affinity with the workshop theme.

Applicants will be notified by 1 April 2009 of acceptance or not. Accepted applicants will then be sent a registration form and information on paying the registration fee.

Costs

Fees for accepted applicants will be as follows:

- €75 for delegates who are not RaAM members and not PhD students
- €50 for RaAM members who are not PhD students
- €50 for PhD students who are not RaAM members
- €25 for PhD students who are RaAM members

Participants will have the option of taking part in a joint workshop dinner, provisionally planned to be held on Thursday evening, 4 June, at [Brasserie Harkema](#). The cost of the dinner will be €50 including drinks, and is not covered by the workshop fees listed above.

Organizing committee

- Charles Forceville (Dept. of Media Studies, Universiteit van Amsterdam)
- Alan Cienki (Dept. of Language and Communication, Vrije Universiteit Amsterdam)

- Irene Mittelberg (Dept. of Language and Communication, Vrije Universiteit Amsterdam)
- Raúl Niño Zambrano (Research MA student Media Studies, Universiteit van Amsterdam)
- Marijn de Jong (Dept. of Speech Communication, Argumentation Theory and Rhetoric/Dept. of Media Studies, Universiteit van Amsterdam)
- Leonie Schmidt (Research MA student Media Studies, Universiteit van Amsterdam)
- Jacqueline Antonissen (Secretary Media Studies, Universiteit van Amsterdam)