

RAAM 2013 PROGRAMME

Thursday, 02 May 2013				
8:30	Registration			
9:30	Opening ceremony			
10:00	Plenary 1: Lynne Cameron [room C1] Sylwia Wojciechowska			
11:00	Coffee break			
	101A Małgorzata Fabiszak	316A Ewa Biernacka	601A Konrad Juszczyk	
11:15	Thomas Wiben Jensen and Elena Clare Cuffari : Metaphoricity and emotional learning in spoken language: Another look at 'metaphoric gesture'	Tatiana Mikhalkina and Charles Baden-Fuller : Business models - Metaphor Theory perspective	Isabelle Needham-Didsbury : The application of metaphorical language in psychotherapy	
11:45	Dorothea Boehme : The interplay of affect-modulation and multimodal metaphor in German and Polish campaign commercials	Gill Philip, Alessio Cavicchi and Chiara Rinaldi : Pride and Prejudice: the projection of local identity at the Marche d'Eccellenza Forum	Jennifer de Gandt : The power of personal metaphor: A meeting with David Grove	
12:15	Dorothea Boehme and Franziska Boll : Gesture's affective dimension and the dynamics of multimodal metaphor in face-to-face communication	Maria Cristina Gatti : The power of memory: 'Specialized' metaphorical meanings for the construction of a corporate identity in Italian web discourse	John Barnden : A hyperbolic account of the apparent forcefulness of nominal metaphors	
12:45	Lunch break			
	101A Elżbieta Górska	316A Alan Cienki	601A Konrad Juszczyk	
13:30	Joanna Marhula : Articulating emotions: The metaphors of SAYING "I love you" in a BBC radio talk	Jurga Cibulskiene : Empathy development through metaphors in political discourse	Alice Deignan : Figurative language and interpersonal meaning within a Hallidayan framework	
14:00	Christina Schmitt and Sarah Greifenstein : Metaphors in film, arising and unfolding 1	Magda Stroińska and Irena Radisevic : The privacy debate: The use of real and metaphorical "face" in political discourse	Aloyzas Gudavicius : The project on inventory of conceptual metaphors	
14:30	Sarah Greifenstein and Christina Schmitt : Metaphors in film, arising and unfolding 2	Gudrun Reijniere : The rhetorical purposes of deliberate metaphor: The case of emotions	Bíborka Szántó : Synaesthesia as affective equivalence relation CANCELLED	
15:00	Marcin Lewandowski : Is football only war? Metaphors in football reporting - evidence from English and Polish	Ene Vainik : What can Estonian motion verbs reveal about emotion conceptualizations?	Yu Bai : Two alternative corpus approaches to domain-specific metaphor identification CANCELLED	
15:30	Coffee break			

15:45	Plenary 2: Gabrielle Rundblad [room C1] Karolina Rataj			
16:45	Poster session & wine reception			
Friday, 03 May 2013				
9:00	Plenary 3: Karolina Rataj [room C1] Małgorzata Fabiszak			
10:00	Coffee break			
10:15	Workshop by Karolina Rataj [room 101A]			
12:45	AGM [room C1]			
13:45	Lunch break			
	101A Alice Deignan / Anka Hebda	316A Małgorzata Fabiszak	601A Karolina Krawczak	102A
14:45	Amitash Ojha, Charles Forceville and Bipin Indurkha: Pictorial runes and their role in depicting emotions	Lettie Dorst: I feel like a Maharajah waiting for the tiger to pounce on the tied-up goat': The emotional impact of people-mappings in fiction	Cristina Soriano: Cross-disciplinary communication in the study of emotion concepts: Semantic foci as <i>tertium comparationis</i> for observed and elicited data	PhD project - response session: Paula Ogradowicz and Karolina Rataj
15:15	Vladimir Figar: Emotional appeal of conceptual metaphors of CONFLICT in the political discourse of daily newspapers	Marta Silvera: Metaphor and emotions in <i>The Crying of Lot 49</i>	Cristina Soriano and Anna Ogarkova: Across disciplinary boundaries: feature-based and metaphorical profiling methods in the comparative study of ANGER conceptualization	PhD project - response session: Ruti Vardi
15:45	Dalya Samur, Vicky Tzuyin Lai, Peter Hagoort and Roel Willems: The role of emotion in metaphorical language comprehension	Elena Semino, Andrew Hardie, Veronika Koller, Sheila Payne, Paul Rayson and Zsófia Demjén: Metaphor and emotion in End of Life Care	Anke Beger: The fine line between sadness and depression – and what metaphors can tell us about it	PhD project - response session: Justine Paris
16:15	Zlatka Chervenkova and Kristina Taneva: A study of elicited metaphors regarding key educational concepts	Anne Golden: Emotions in test texts	Marta Silvera and Juan José Martínez Rodríguez: Metaphorical use of language vs. descriptive use of language in Wittgenstein's work	
16:45	Coffee break			
17:00	Plenary 4: Cornelia Mueller [room C1] Konrad Juszczyk			
19:00	Conference dinner			
Saturday, 04 May 2013				
10:00	Open lecture funded by Akademicki Poznań: Zoltán Kövecses [room C1]			
POSTERS				
Vincent Tao-Hsun Chang	Figurative speech, poetic effects and emotions in advertising language			
Zlatka Chervenkova - Kristina Taneva	A study of elicited metaphors regarding key educational concepts			

Joanna Hardukiewicz	Visual metaphors, linguistic messages and humor in <i>New Yorker</i> cartoons			
Elżbieta Jendrych	Metaphors of fight and rivalry used in the language of business communication			
Erica Pinelli	The conceptualisation of FEAR in Russian: A corpus-based approach to causality			
Thomas Scherer	Turning the lion into ridicule. Multimodal metaphoric structures in TV news			
Inesa Šeškauskienė	Emotions in academic discourse: exploring NATURAL CAUSATION IS UPWARD MOTION metaphor in English and Lithuanian			
Poppy Siahaan	Rising blood and burning liver: Metaphors of anger in Indonesian			
Hanna Skorczyńska	The affective role of multimodal metaphor in business training talks			