

09.00-13.00  
15.00-16.15  
16.15-16.30  
16.30-17.30

17.30-19.30

## EC Meeting

## Registration

Opening and welcome session - AULA MAGNA - Plenary 1 (Communication)  
Chair: Olga Denti (Univ. of Cagliari, Italy) • Gerard J. Steen (VU Univ. Amsterdam, Netherlands)  
*Attention to metaphor*

AULA 2a HUMOUR AND VERBAL IRONY Chair: Francesca Ervas	AULA 4a METAPHORS AND SCIENCE Chair: Elena Gagliasso	AULA 5a METAPHORS AND POLITICAL COMMUNICATION Chair: Valentina Cuccio	AULA 6a VISUAL METAPHORS Chair: Liliana Albertazzi	AULA 8a METAPHORS IN DISCOURSE Chair: Ana Cristina Pelosi
<p><b>Sabina Tabacaru</b> (Université Charles de Gaulle, Lille 3 &amp; K.U. Leuven, France) - <b>Kurt Feyaerts</b> (K.U. Leuven, Belgium) <i>Toward the understanding of humorous metonymies. Metonymy as a reference point construction</i></p> <p><b>Christian Burgers - Camiel Beukeboom</b> (VU Univ. Amsterdam, Netherlands) <i>The Irony Bias: How Verbal Irony Reflects and Maintains Stereotypic Expectancies</i></p> <p><b>Christian Burgers - Camiel Beukeboom Martinke Kelder</b> (VU Univ. Amsterdam, Netherlands) <b>Martine Peeters</b> (Coebergh Communicatie &amp; PR, Netherlands) <i>How Sports Fans Forge Intergroup Polarization Through Language: The Case of Verbal Irony</i></p> <p><b>Dovile Vengaliene</b> (Vilnius Univ., Lithuania) <i>Metaphors in the Mode of Irony: the Case of Ridicule and Criticism in Politicized Discourse</i></p>	<p><b>Massimo Sangoi</b> (Univ. of Urbino, Italy) <i>Metaphor and material inference in science</i></p> <p><b>Stefaan Blancke - Tammy Schellens Soetaert Ronald - Van Keer Hilde Braeckman Johan</b> (Ghent Univ., Belgium) <i>From ends to causes (and back again) by metaphor: the paradox of natural selection</i></p> <p><b>Koen Tanghe - Stefaan Blancke</b> (UGent, Belgium) <i>On a common denominator of On the Origin (1859) and The Selfish Gene (1976): the primacy of metaphors</i></p> <p><b>Eugen Fischer</b> (Univ. of East Anglia, United Kingdom) <i>A Systematic Fallacy in Metaphorical Reasoning: A Case-Study from Philosophy</i></p>	<p><b>Maria Jose Hellin-Garcia</b> (The Citadel, United States) <i>The Dynamics and Interconnections of Conceptual Source Domains in Terrorism</i></p> <p><b>Julien Perrez</b> (Université de Liège, Belgium) <b>Min Reuchamps</b> (Université catholique de Louvain, Belgium) <i>The "Belgian Tetris": assessing the political impact of metaphors on citizens' perception of and attitude towards Belgian federalism.</i></p> <p><b>Maria Cristina Gatti</b> (Univ. of Milan-Bicocca and Univ. of Verona, Italy) <i>The impact of spatiotemporal framings on pre-electoral strategies: Italian political instability and European fears.</i></p> <p><b>Jean-Remi Lapaire</b> (Université Bordeaux-Montaigne, France) <i>Spectacular nominals: grasping and encapsulating meaning with the GLOBE-gesture in spoken French</i></p>	<p><b>Amitash Ojha</b> (The Republic of Kyungpook National Univ., Korea) - <b>Bipin Indurkha</b> (International Institute of Information Technology, India) <b>Minho Lee</b> (Kyungpook National Univ. Daegu, South Korea) <i>Is language necessary to interpret visual metaphors?</i></p> <p><b>Charles Forceville - Assimakis Tseronis Melle Grannetia</b> (Univ. of Amsterdam, Netherlands) <i>The argumentative role of visual metaphor and visual antithesis in "fly on the wall" documentary</i></p> <p><b>Matteo Fuoli</b> (Lund Univ., Sweden) <b>Charlotte Hommerberg</b> (Linnaeus Univ., Sweden) <i>Constructing trustworthiness through pictorial and multimodal metaphor: an exploration of corporate visual rhetoric</i></p> <p><b>Kathrin Fahlenbrach</b> (Univ. of Hamburg, Germany) <i>Audiovisual Metaphors of Depression in Moving Images</i></p>	<p><b>Per Boström</b> (Umeå Univ., Sweden) <i>Love and metaphors – a Swedish perspective on spoken discourse</i></p> <p><b>Solange Vereza</b> (Fluminense Federal Univ., Brazil) <i>Cry me a river: Metaphoric hyperboles in the interface between discourse and cognition</i></p> <p><b>Jan Baedke</b> (Ruhr Univ. Bochum, Germany) <b>Tobias Schöttler</b> (Ruhr Univ. Bochum, Germany) <i>Visual Metaphors in the Sciences: The Case of Epigenetic Landscape Images</i></p> <p><b>Ekaterina Isaeva</b> (Perm State Univ., Russian Federation) <i>Knowledge Communication in Computer Virology Discourse</i></p>

19.30

## Free Evening

09.00-10.00

- AULA MAGNA - Plenary 2 (Science)  
Chair: Bipin Indurkha (International Institute of Information Technology, India) • Silvano Tagliagambe (Univ. of Cagliari, Italy), with Luca Guzzardi (Univ. of Pavia, Italy)  
*The classical physics as a metaphorical tool to evoke quantum world*

10.00-10.30

## -AULA SPECCHI – Coffee break

10.30-13.00

AULA 2a METAPHORS IN ACADEMIC LANGUAGE Chair: Per Boström	AULA 4a METAPHORS IN ILLNESS DISCOURSE Chair: Maribel Tercedor	AULA 5a THEORETICAL PERSPECTIVES ON METAPHORS Chair: Daria Mingardo	AULA 6a PHD PRIZE Chair: Bipin Indurkha	AULA 7a CORPUS-BASED APPROACHES TO METAPHORS Chair: Joanne Pawliczak	AULA 8a METAPHORS IN MEDIA AND ARTS Chair: Dimitrinka Atanasova
<p><b>Wan Wan</b> (National Hua-Qiao Univ., China) <i>Developing critical thinking in academic writing through elicited metaphor-oriented activities</i></p> <p><b>Yao Tong</b> (VU Univ. Amsterdam, Netherlands) - <b>Gerard Steen</b> (VU Univ. Amsterdam, Netherlands) <i>MOVEMENT metaphors in academic consultations</i></p> <p><b>Justina Urbonaitė</b> (Vilnius Univ., Lithuania) <i>Metaphors in Academic Legal Discourse: the case of criminal justice</i></p> <p><b>Elisabetta Materassi</b> (Univ. of Amsterdam, Netherlands) <i>Transferability: a Dutch/Italian cross-linguistic study about metaphor in academic language</i></p> <p><b>Fiona MacArthur - Rafael Alejo Ana María Piquer-Piriz</b> (Universidad de Extremadura, Spain) <i>The use of metaphor in a corpus of academic conversations in English as lingua franca</i></p>	<p><b>Elena Semino - Zsófia Demjén Jane Demmen - Andrew Hardie Veronika Koller - Sheila Payne Paul Rayson</b> (Lancaster Univ., United Kingdom) <i>Metaphors for good and bad deaths in interviews with hospice managers</i></p> <p><b>Veronika Koller - Jane Demmen Andrew Hardie - Sheila Payne Paul Rayson - Elena Semino Zsófia Demjén</b> (Open Univ., United Kingdom) <i>You see your troops killed in battle: Healthcare professionals' use of violence metaphors in end-of-life care</i></p> <p><b>Andrew Gargett - John Bamden</b> (Univ. of Birmingham, United Kingdom) <i>Enriching representations of metaphor in illness and political conflict discourse</i></p> <p><b>Kaline Jamison - Ana Pelosi Leticia Santos</b> (Federal Univ. of Ceara, Brazil) <i>Metaphor and empathy in the discourse of battered women and mediators</i></p> <p><b>Elisabeth El Refaie</b> (Cardiff Univ., United Kingdom) <i>Uses and misuses of metaphor in health education: The example of two children's comics on tuberculosis prevention</i></p>	<p><b>John Bamden</b> (Univ. of Birmingham, United Kingdom) <i>Communicating Flexibly with Metaphor: A Replacement-Compounding -Strengthening Complex</i></p> <p><b>Malgorzata Fabiszak - Adam Mickiewicz</b> (Univ. in Poznan and Univ. of Vienna, Poland) <b>Nikolaus Ritt - Elisabeth Wacker</b> (Univ. of Vienna, Austria) <i>Historical Dynamics Approach to Metaphor</i></p> <p><b>Fiona Burrows</b> (The Univ. of Western Australia, Australia) <i>Synaesthetic Metaphor and Multisensory Learning in Tertiary Education</i></p> <p><b>Astrid Jensen Schleiter Cindie Aaen Maagaard Rasmus Kjærgård Ramsussen</b> (Roskilde Univ., Denmark) <i>Metaphor and Narrative as Tools for Thought and Action</i></p> <p><b>Zsofia Demjen</b> (Open Univ., United Kingdom) <i>Dynamic meaning construction in metaphor clusters: attraction, framing and scenarios?</i></p>	<p><b>Yuchun Chang</b> (Ludwig-Maximilians-Universität München, Germany) <b>Kathleen Ahrens</b> (Hong Kong Baptist Univ., Hong Kong) <i>Conceptual Models as Instantiated in PRC Speeches Concerning Taiwan</i></p> <p><b>Linn-Marlen Reikitt Irene Mittelberg</b> (RWTH Aachen Univ., Germany) <i>Crossmodal figurative discourse strategies: Metonymic modes and image schemas in verbo-gestural taboo descriptions</i></p> <p><b>Anna de Bruyckere</b> (Durham Univ., United Kingdom) <i>Metaphor entrenchment in scientific practice: its process</i></p> <p><b>Ivo Silvestro</b> (Univ. of Milan, Italy) <i>Intellectual property of the (metaphor of the) DNA</i></p> <p><b>Daniel Roush</b> (Eastern Kentucky Univ., United States) <i>Event-structure metaphors in translation: the case of English (American) political speeches translated into American Sign Language by Deaf translators</i></p>	<p><b>Marina Platonova - Larisa Iljinska Tatjana Smirnova</b> (Riga Technical Univ., Latvia) <i>Metaphoric Terms: Mystery of Meaning Transformation</i></p> <p><b>Katie Patterson</b> (Univ. of Liverpool, United Kingdom) <i>The theory of Lexical Priming (Hoey, 2005) and its role in understanding and communicating with metaphor - A corpus study of flame.</i></p> <p><b>Claudia Förster Hegrenæs</b> (Norwegian School of Economics, Norway) <i>TIME IS MOTION A corpus-based study on the quantitative distribution of conceptual metaphors in translated and non-translated English</i></p> <p><b>Inesa Šeškauskienė</b> (Vilnius Univ., Lithuania) <i>The way linguists write: metaphors in English and Lithuanian research papers in applied linguistics</i></p>	<p><b>Nailiya Bashirova</b> (Kazan (Volga Region) Federal Univ., Russian Federation) <i>Metaphonymy in Shakespearean quotations in English and Russian press</i></p> <p><b>Joanna Marhula-Maciej Rosiński</b> (Warsaw Univ., Poland) <i>Identifying metaphor in Polish radio talk</i></p> <p><b>Julia T. Williams Camus</b> (Univ. of Cantabria, Spain) <i>Science on the move: MOVEMENT FORWARDS metaphors in English and Spanish popularisation articles</i></p> <p><b>Eduardo Urios-Aparisi</b> (Univ. of Connecticut, United States) <i>Artistic Re-Embodiment: Metaphor and Empathy in Picasso's Paintings</i></p>

13.00-15.00

## Lunch

15.00-16.30

AULA 2a METAFORA E COMUNICAZIONE - ITALIAN SESSION Chair: Pietro Storari	AULA 4a METAPHORS AND EDUCATION (1) Chair: Sarah Turner	AULA 5a METAPHORS AND THE MEDIA Chair: Elisabetta Gola	AULA 6a METAPHORS AND CLIMATE CHANGE Chair: Massimo Sangoi	AULA 7a MULTIMODAL METAPHORS (1) Chair: Linda Greve	AULA 8a METAPHORS OF THE MIND Chair: Simone Pinna
<p><b>Adelino Cattani</b> (Univ. of Padua, Italy) <i>Discutere è combattere, giocare, trattare, viaggiare, costruire</i></p> <p><b>Roberta Patalano</b> (The Univ. "Parthenope", Italy) <i>Come costruire una persona: la metafora che manca ai "Sei personaggi in cerca di autore" di Luigi Pirandello</i></p> <p><b>Micaela Rossi</b> (Univ. of Genoa, Italy) <i>Ruolo ed evoluzioni delle metafore nelle terminologie specialistiche</i></p>	<p><b>Chiara Nasti - Marco Venuti</b> (Univ. of Naples Federico II, Italy) <i>Educational metaphors on the web. A corpus-based analysis of Italian and English/Irish universities' websites.</i></p> <p><b>Fiona Macarthur</b> (Universidad de Extremadura, Spain) <i>Metaphor and the learner of English as an international language</i></p> <p><b>Maciej Rosiński</b> (Univ. of Warsaw, Poland) <i>Metaphors in educational discourse: the notion of function in mathematics education</i></p>	<p><b>Stefanie Vogelbacher</b> (Universität Heidelberg, Germany) <i>Metaphor negotiation as a resource for micro- and macro-level positioning in the Guardian's Comment is free section</i></p> <p><b>Sonja Solomon</b> (McGill Univ., Canada) <i>A Mobile Army of Metaphors: From Archiving to Sharing Digital Memories</i></p> <p><b>Wendy Anderson</b> (Univ. of Glasgow, UK) <i>Patterns of metaphor in English</i></p>	<p><b>Dimitrinka Atanasova - Nelya Koteyko</b> (Univ. of Leicester, UK) <i>War and religion in Guardian Online and Mail Online editorials on climate change</i></p> <p><b>Elena Negrea-Busuioic</b> (Nat. Univ. of Political Studies and PA, Romania) <i>Who will 'fix' our planet? An analysis of metaphors used by President Obama to assign responsibility for fighting climate change</i></p> <p><b>David Ritchie</b> (Portland State Univ., USA) <i>"A bright blue ball" – "brushed with clouds" or "parched, scorched, and washed away." Obama's use of contrasting metaphors in framing climate change.</i></p>	<p><b>Blanca Kraljevic Mujic</b> (Universidad Rey Juan Carlos, Spain) <b>Laura Hidalgo Downing</b> (Universidad Autónoma de Madrid, Spain) <i>Multimodal metaphor and fictional storylines in printed and internet advertising discourse</i></p> <p><b>Ludmilla A'Beckett</b> (Monash Univ., Australia) <i>Building blocks for multimodal metaphors: Iconic segments and artistic parodies in cartoons</i></p> <p><b>Fabio Indio Massimo Poppi</b> (Univ. of East Anglia, UK) <i>Commercials, Multimodal Metaphors and Consumerist Ideology.</i></p>	<p><b>Kristina Strkalj Despot</b> (Institute of Croatian Language and Linguistics, Croatia) <i>Metaphor in a Diachronic Perspective: on the Evolution of Mind in the Croatian Language</i></p> <p><b>Anke Beger</b> (Flensburg Univ., Germany) <i>The brain as the mind's machine: A metaphor as the basis for elaborate analogies in teaching college students concepts of the mind</i></p> <p><b>Sarah Greifenstein Regina Brückner</b> (Freie Universität Berlin, Germany) <i>Imagining the human brain – multimodal metaphors in science television programs</i></p>

16.30-17.00

## Aula Specchi - Coffee Break

17.00-19.00

- AULA MAGNA - First Panel: Metaphor in Human Sciences  
Chair: Liliana Albertazzi (Univ. of Trento, Italy) • Invited speakers: Susanne Niemeier (Univ. Koblenz-Landau, Germany) - Teaching (in) Metaphors  
Zoltán Kövecses (Eötvös Loránd Univ., Hungary) - Metaphor and Metonymy in Folk and Expert Theories of Emotion - Tony Veale (Univ. College Dublin, Ireland)  
*Metaphor as a Conceptual Resource and a Computational Service*

19.00 General Discussion

20.30 PhD Party

10TH CONFERENCE OF THE ASSOCIATION FOR RESEARCHING AND APPLYING METAPHOR

EDUCATION AND SCIENCE AND METAPHOR IN COMMUNICATION

10TH CONFERENCE OF THE ASSOCIATION FOR RESEARCHING AND APPLYING METAPHOR

**RAM**

Sunday 22

9.00-10.00

**- AULA MAGNA -**  
**Plenary 3 (Education) Chair: John Wade (Univ. of Cagliari, Italy) - Graham Low (Univ. of York, United Kingdom)**  
*Eliciting metaphor in education research: is it really worth the effort?*

10.00-11.00

**- AULA MAGNA -**  
**RaAM Annual General Meeting**

11.00-13.00

**- AULA SPECCHI - POSTER SESSION + INDIVIDUAL CONSULTATION SESSIONS**  
**Ahmed Abdel-Raheem** (Lodz Univ., Poland). Messaging battles in the Eurozone crisis discourse: A critical cognitive study • **Daniella Aguiar** (Federal Univ. of Juiz de Fora, Brazil) and **Queiroz Joao** (Federal Univ. of Juiz de Fora, Brazil). Metaphors in literature-to-dance intersemiotic translation: a Peircean perspective • **Valentina Cuccio** (Univ. of Palermo, Italy). Embodied Simulation and metaphors. Towards a direct role of the body in language comprehension • **Aglika Dobрева** (Univ. of Shumen, Bulgarian). Cognitive and Cultural Aspects of Metaphors for Basic Emotions in English and Bulgarian • **Saoko Funada** (Beppu Univ., Japan). Humanisation and Dehumanisation: A Stylistic Approach to Metaphorical and Metonymical Expressions in Our Mutual Friend • **Linda Greve** (Aarhus Univ., Denmark). Multimodal Metaphor Analysis – Applied on Metaphors for Knowledge in Creative Startups • **Regina Gutiérrez Perez** (Pablo de Olavide Univ., Spain). Teaching Conceptual Metaphors to EFL Learners in the European Space of Higher Education • **Diana Löffler** (Univ. of Würzburg, Germany) and **Jörn Hurtienne** (Univ. of Würzburg, Germany). Image-Schematic Metaphors and The Abstract Use of Colours • **Elisabetta Materassi** (Univ. of Amsterdam, Netherlands). 'Prospettive di analisi' e 'percorsiteorici': metafore e metonimie nel discorso accademico • **Khadidja Merakchi** (Univ. of Surrey, United Kingdom) and **Margaret Rogers** (Univ. of Surrey, United Kingdom). « L'univers, un monster informatique»: How universal are metaphors about the universe? • **Joanne Pawliczak** (Univ. of Lodz, Poland). Time metaphors in collocations of English – a corpus based study and survey analysis • **David Ritchie** (Portland State Univ., United States). Stories, simulations, and metaphor comprehension • **Elo Rohult** (Univ. of Tartu, Estonia). (When) Is time an object, mass or a container? • **Diane de Saint Léger** (The Univ. of Melbourne, Australia). Metaphor use in French language ideological debate: the Fioraso bill • **Ruta Sirvyde** (Vilnius Univ., Lithuania). Do foreigners have the soul? Soul-mapping from corpus perspectives. • **Pedro Henrique Sousa Da Silva** (Federal Univ. of Ceara, Brazil), **Ana Cristina Pelosi** (Federal Univ. of Ceara, Brazil) and **Luciane Corrêa Ferreira** (Federal Univ. of Minas Gerais, Brazil). Would systematic metaphors be systematic metonymies? An analysis of the discourse of victims of violence in football in the light of complex adaptive systems • **Maribel Tercedor** (Univ. of Granada, Spain) and **Clara Inés López-Rodríguez** (Univ. of Granada, Spain). Testing the transparency of widely-used metaphorical medical terms • **Vera Tripodi** (Univ. of Turin, Italy). Gendered metaphors in philosophy and science • **Solange Vereza** (Fluminense Federal Univ., Brazil) and **Ana Cristina Pelosi** (Federal Univ. of Ceara, Brazil). The metaphoric framing of violence: Systematic and situated metaphors in discourse

13.00-15.00

**- AULA SPECCHI - Lunch offered by JOHN BENJAMINS PUBLISHING COMPANY**

15.00-16.30

AULA 2a METAPHORS AND ECONOMICS Chair: Massimo Sangoi	AULA 4a EXPERIMENTAL APPROACHES TO METAPHORS Chair: Francesca Ervas	AULA 5a METAPHOR AND COGNITIVE DISORDERS Chair: Valentina Cuccio	AULA 6a METAPHOR AND METONYMY Chair: Saoko Funada	AULA 7a METAPHORS AND EMOTIONS Chair: Aglika Dobрева	AULA 8a METAPHORS AND EDUCATION (2) Chair: Fiona Macarthur
<b>Alicia Urquidí</b> (Universität Bamberg, Germany) <i>Creativity and Innovation in Spanish Economics Metaphors in Journalistic Discourse</i>	<b>Liliana Albertazzi - Luisa Canal Rocco Micciolo</b> (Univ. of Trento, Italy) - <b>James Dadam</b> (Univ. of Trento (previously), Brazil) <i>The experiential roots of metaphor</i>	<b>Dennis Tay - Amy Tianling Wu Tiffany Yating Yu</b> (The Hong Kong Polytechnic Univ., China) <i>Bringing linguistic and therapeutic variables closer in psychotherapeutic metaphor research</i>	<b>Jeannette Littlemore Caroline Tagg</b> (Univ. of Birmingham, United Kingdom) <i>Metonymy in Text Messaging</i>	<b>Thomas Wiben Jensen</b> (Univ. of Southern Denmark, Denmark) <b>Elena Cuffari</b> (Univ. of the Basque Country, Spain) <i>Metaphoricity as emotional co-experience in dialogue</i>	<b>Magda Pischetola</b> (Pontificia Universidade Católica do Rio de Janeiro, Brazil) <i>Metaphor as a strategic tool for Education</i>
<b>Tina Krennmayr</b> (VU Univ. Amsterdam, Netherlands) <i>Economic competition is like auto racing: Building metaphorical schemas when reading text</i>	<b>Amber Boeynaems - Luuk Lagerwerf Christian F. Burgers</b> (VU Univ. Amsterdam, Netherlands), <b>Charlotte J. Brussee</b> (Noordhollands Dagblad, Alkmaar, Netherlands) <i>Attention getters: How rhetorical formulations and negative frames affect immediate attention and recall</i>	<b>Fiona Mathieson - Maria Stubbe Jennifer Jordan</b> (Univ. of Otago, New Zealand) <i>Nailing down Jelly: Exploring metaphor use in cognitive behaviour therapy</i>	<b>Katarina Rasulic</b> (Univ. of Belgrade, Serbia) <i>Metaphor: Metonymy and meaning making in the Bologna Process Discourse</i>	<b>Poppy Siahaan</b> (Univ. of Cologne, Germany) <i>Emotion metaphors in pre-modern Malay society</i>	<b>John Wade</b> (Univ. of Cagliari, Italy) <i>Metaphor and the shaping of educational thinking</i>
<b>Jurga Cibulskienė</b> (Lithuanian Univ. of Educational Sciences, Lithuania) <i>Metaphor in political communication across cultures: what is economic recession? A (pot)hole or a burden?</i>		<b>Lucia Morra</b> (Univ. of Turin, Italy) <i>High-functioning Autism Spectrum and metaphor comprehension: recent cognitive perspectives and empirical findings</i>	<b>Elina Veinberga Krasovska</b> (Latvian Academy of Culture, Latvia) <i>Metonymy in Multimodal Advertising</i>	<b>Cornelia Mueller Benjamin Marienfeld</b> (European Univ. Viadrina Frankfurt, Germany) <i>Feeling for speaking: Bodily experiences ground figurative and non-figurative ways of talking about emotions</i>	<b>Sarah Turner</b> (Univ. of Birmingham, United Kingdom) <i>What is metaphoric competence and how can it be measured?</i>

16.30-17.00

**- AULA SPECCHI - Coffee break**

17.00-19.00

**- AULA MAGNA -**  
**Second Panel: Metaphor in Natural Sciences • Chair: Elena Gagliasso (Univ. of Rome "La Sapienza", Italy) and Giulia Frezza (Univ. of Rome "La Sapienza", Italy)**  
**Invited speakers: Carmela Morabito (Univ. of Rome "Tor Vergata", Italy) - Degeneracy and dexterity: two metaphorical devices in neurosciences for the interpretation of the mind-body relationships • Andrea Grignolio (Univ. of Rome "La Sapienza", Italy) - Systems Biology: old metaphors, new tools - Luca Guzzardi (Univ. of Pavia, Italy)**  
*Metaphorical and non-metaphorical at the dawn of modern science*

19.00-19.30

**General Discussion**

20.30

**Conference dinner**

Monday 23

09.00-10.00

AULA 4a METAPHOR IN CONVERSATION Chair: Lucia Morra	AULA 5a METAPHORS IN POLITICAL COMMUNICATION Chair: Diane de Saint Léger	AULA 6a METAPHORS AND L2 ACQUISITION (1) Chair: Vera Tripodi	AULA 7a MULTIMODAL METAPHORS (2) Chair: Amitash Ojha	AULA 8a METAPHORS IN SIGN LANGUAGES Chair: Moira De Iaco
<b>Franziska Boll-Lena Hotze-Dorothea Böhme Benjamin Marienfeld-Cornelia Müller</b> (European Univ. Viadrina, Germany) <i>Interactive metaphor: How metaphoric meaning emerges from conversation</i>	<b>Weimei Zhang</b> (Shanghai International Studies Univ., China), <b>Dirk Geeraerts-Dirk Speelman</b> (Univ. of Leuven, Belgium) <i>A multifactorial analysis of onomasiological variation: Metonymic vs. literal expressions for GOVERNMENT</i>	<b>Vera Lúcia Menezes de Oliveira E Paiva</b> (Universidade Federal de Minas Gerais/CNPq/FAPEMIG, Brazil) <i>Metaphors in second language acquisition research</i>	<b>Larysa Bobrova</b> (The Pennsylvania State Univ., United States) <i>Procedure for the Identification of Potential Multimodal Metaphor in TV Commercials</i>	<b>Paweł Rutkowski-Joanna Łacheta Sylwia Łozińska-Piotr Mostowski</b> (Univ. of Warsaw, Poland) <i>The iconicity of the time-line metaphor in Polish Sign Language (PJM): A corpus-based study</i>
<b>Hanna Skorzczynska-Rosa Giménez-Moreno</b> (Universitat de València, Spain) <i>Defining register for metaphor variation study: the case of private conversation</i>	<b>Gill Philip</b> (Univ. of Macerata, Italy) <i>"Always avoid metaphors": the civil service style guide and public perceptions of non-literal language</i>	<b>Rawan Saaty</b> (Univ. of Birmingham, United Kingdom) <i>Teaching L2 Metaphoric Vocabulary through Task-Based Approach: An Experimental Study with Saudi Univ. Learners</i>		<b>Sabina Fontana</b> (Univ. of Catania, Italy) and <b>Valentina Cuccio</b> (Univ. of Palermo, Italy) <i>Embodied cognition and spatial metaphors</i>

10.00-10.30

**- AULA SPECCHI - Coffee break**

10.30-12.30

AULA 2a METAPHORS AND EDUCATION (3) Chair: Giulia Frezza	AULA 4a METAPHORS AND (INTER)CULTURAL COMMUNICATION Chair: Sabina Fontana	AULA 5a METAPHORS AND L2 ACQUISITION (2) Chair: Rawan Saaty	AULA 6a METAPHORS AND SIMILES Chair: David Ritchie	AULA 7a METAPHORS IN MOTION Chair: Moreno Dore	AULA 8a METAPHOR AND PHILOSOPHY Chair: Lucia Morra
<b>Paola Alarcón-Jorge Vergara Claudio Díaz</b> (Univ. of Concepción, Chile) <i>Strengthening metaphor validity from the multi-method</i>	<b>Chiarung Lu</b> (Tamkang Univ., Taiwan) <i>Metaphor and the multifacetedness of cultural values in proverbs</i>	<b>David O'Reilly</b> (Univ. of York, United Kingdom) <i>An investigation into the figurative interlanguage of two Chinese L1 and two Serbian L1 speakers of English</i>	<b>Lisanne van Weelden Joost Schilperoord-Alfons Maes</b> (Tilburg Univ., Netherlands) <i>The role of shape in mental representations of (negative) similes</i>	<b>Till Bergmann-Teenie Matlock</b> (Univ. of California, USA) <b>Christy Banks</b> (UC Merced, USA) <i>Watching fictive motion in action</i>	<b>Núria Sara Miras Boronat</b> (Universitat de Barcelona, Spain) <i>Playing metaphors in philosophy: from Ancient fate to (post)modern freedom</i>
<b>Tsun Tsun Kenix Hau</b> (Hong Kong) <b>Catherine Walter</b> (Univ. of Oxford, United Kingdom) <i>Metaphor Comprehension Ability and Perception of the Use of Metaphor in English Texts: An investigation of International Students Studying Business in a British Univ.</i>	<b>Mwangi Gachara</b> (Kenyatta Univ., Kenya) <i>Metaphors used in the commodification of Gikuku Women</i>	<b>Justine Paris</b> (Univ. Sorbonne, Paris, France) <i>The use of non-literal language in L1 and in L2: Evidence from French learners of English</i>	<b>Lettie Dorst</b> (Leiden Univ., Netherlands) <i>Beyond A IS LIKE B: the linguistic, conceptual and communicative properties of similes in fiction.</i>	<b>Bodo Winter</b> (UC Merced, United States) <i>Horror movies and the cognitive ecology of metaphors</i>	<b>Moira De Iaco</b> (Univ. of Salento, Italy) <i>Metaphor as structure and method of language. Gramsci and Wittgenstein</i>
<b>Ying-Hsueh Hu</b> (Tamkang Univ., Taiwan) <i>The Cultural Model(s) of a Good College Teacher in the Age of Globalization</i>	<b>Fernanda Cavalcanti</b> (Univ. Fed. do Ceara, Brazil) <i>The animal metaphor and the conceptualization of cabra (goat) in Brazilian Portuguese</i>	<b>Susan Nacey</b> (Hedmark Univ. College, Norway) <i>Metaphoricity in L2 English learners' prepositions</i>	<b>Magda Stroinska</b> (McMaster Univ., Canada) and <b>Kate Szymanski</b> (Adelphi Univ., United States) <i>What was it like? The role of similes in the development of symbolic thinking in trauma narratives</i>	<b>Stephen Pihlaja</b> (Newman Univ., United Kingdom) <i>Dynamic metaphor use in YouTube 'drama'</i>	<b>Andreas Heise</b> (Univ. of Warwick, United Kingdom and Univ. of Lucerne, Switzerland) <i>Metaphor analysis and metaphorology</i>
	<b>Peter Crisp</b> (Chinese Univ. of Hong Kong) <i>Myths and Mappings: A Cognitive Approach To Myth From, and in contrast to, Allegory</i>	<b>Zouheir Maalej</b> (King Saud Univ., Saudi Arabia) <i>Receptive and productive metaphorical proficiency, with special reference to ESL Saudi students</i>			<b>Daria Mingardo</b> (Univ. of Padua, Italy) <i>Metaphor, Paraphrase and Ineffability</i>

12.30-13.00

**- AULA MAGNA - Final address**

13.00-15.00

**Lunch**

15.00-23.00

**Trip to Isili and Barumini**

Coffee break