RaAM news

The Association for Researching and Applying Metaphor

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

Welcome

Welcome to the RaAM newsletter. If you have an item for the Fall 2014 newsletter, please send it to newsletter@raam.org.uk. We are keen to report:

• upcoming conferences or workshops
• conference/workshop reports
• existing MA/PhD programs
• announcements of new projects
• updates on current projects
• calls for contributions
• details of recently completed theses or other projects
• details of recent publications (not necessarily your own) of interest to RaAM members
• anything else that may be relevant to RaAM members

We are also interested in receiving squibs about your research and particularly encourage contributions from new RaAM members and PhD students. So if you are new to RaAM, please introduce yourself!

Message from the chair: Alan Cienki

Since the last newsletter, matters have been proceeding well behind the scenes with the administration needed to keep the Association in good working order and to facilitate the organization of the upcoming RaAM conference in Cagliari, Sardinia. One public aspect of this work has been the renovation of our website (still located at www.raam.org.uk). This change has gone hand in hand with several others, including the further digitalization of the election process for new Executive Committee members. Looking ahead, the EC has received bids for several exciting future RaAM events; more news about these at the Annual General Meeting, to be held June 22nd, at the conference. As this is the last newsletter to be issued before the end of my term as Chair, I wish to thank the membership of RaAM for your continued support of the Association. I look forward to seeing many of you in Cagliari!

Highlights

RaAM10, p.2

20-23 June 2014

Conference update for the upcoming RaAM10 conference at the University of Cagliari in Sardinia.

RaAM EC elections, p. 3

Four posts will be up for election this year: Chair, Secretary, Postgraduate Liaison, and two Ordinary Members. We are looking for members to stand for these posts!

RaAM endorsed event, p. 4

26 June 2014

Metaphor in NLP (Natural Language Processing) at John Hopkins University, Baltimore, USA

New webpage, p. 10

RaAM has a new webpage!
http://www.raam.org.uk

The newsletter editor reserves the right to edit and adjust contributions. By contributing you agree that your content will be made available in the public domain.

RaAM conference update

RaAM10
Metaphor in Communication, Science, and Education

University of Cagliari, Sardinia
20-23 June, 2014

Plenary Speakers
Communication: Gerard Steen (VU University Amsterdam, NL)
Science: Silvano Tagliagambe (University of Cagliari, Italy)
Education: Graham Low (University of York, UK)

Local organizers:
Francesca Ervas, Elisabetta Gola and Pietro Storari (chairs); Valentina Favrin, Antonio Ledda, Maria Grazia Rossi, Giuseppe Sergioli, Filippo Spanu

Venue
Faculty of Humanities: It will offer spaces and facilities for plenary and parallel sessions, poster presentations, RaAM meetings, and all breaks (lunches and coffee).

Speakers
There will be 136 speakers from all over the world. 38 speakers applied for the subject "Metaphor and Science", 37 for "Metaphor and Education", and 91 for "Metaphor and Communication". The conference is organized in five parallel sessions. Each area will be introduced by a plenary session. Invited speakers are scholars who are experts in the three main topics (Communication, Science and Education).

Posters
18 posters will be available in the "Aula Specchi". They will presented by the authors on 22 June. In the same room there will be a lunch offered to participants (with a contribution of Benjamins Publishing).

Themed panels
The conference will include two themed panels specifically dedicated to metaphor in science:
- *Metaphor in Human Sciences* (by *Liliana Albertazzi*, Univ. of Trento, Italy)
- *Metaphor in Natural Sciences* (by *Elena Gagliasso* & *Giulia Frezza*, both from Univ. of Rome "La Sapienza", Italy)

Provisional program: for download at: http://convegni.unica.it/raam2014/programme/.

A **Conference dinner** will allow attendants to taste *typical Sardinian* wine and seafood.

PhD party
Saturday evening, 21 June at *Irish pub Old square* (Corso Vittorio Emanuele II, n. 44)

Conference trip
Participants will visit some *special museums* (Museo dei tessuti e del rame) and an *archaeological site* (Nuraghe Is Paras), in *Isili*. A special dinner, arranged with a local committee, will include traditional Sardinian food with entertainment (traditional music and dance).

The conference will be followed on the web through a **social media team** of students in the Communication Studies degree program. Instructions on how to contribute using the main social networks (Twitter, Google+, Instagram and Facebook) will soon be available on a specifically dedicated page of the conference website.

For **further information** and **updates** please visit the conference website at http://convegni.unica.it/raam2014

RaAM Executive Committee elections

Why should I stand for election?

It is important that RaAM is run by its members and we need people to be willing to give their time and energy to making sure RaAM continues to develop as an international support structure for metaphor research and training. So, if you are interested in helping, please stand! We encourage members to stand for one of these positions:

Chair
Secretary
Postgraduate Liaison
Ordinary Member (2 positions)

Brief descriptions of the responsibilities involved can be found on the RaAM website. If you have questions about the positions, feel free to send an inquiry to elections@raam.org.uk.

How do I go about standing?
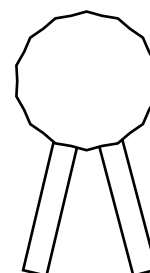
If you want to stand for one of the posts available, please fill in the 2014 Elections candidacy form. You will need to be nominated by a colleague who is a member of RaAM at the time of nomination. Candidates will also need to be members of RaAM at the time of vote counting (i.e. the AGM). Nominators and seconders should make certain in advance that candidates agree to being proposed.

When can I vote?

Voting will take place at the Annual General Meeting on Sunday 22 June 2014, at the RaAM10 conference, as well as online. Results will be announced as soon as possible afterwards.

Become an
EC member!

Want to share your own RaAM presentation, workshop materials or pictures of social events? Send them to info@raam.org.uk

Any news for the newsletter? Send your contribution to newsletter@raam.org.uk

RaAM Early Career Research Paper Prize

At this year's RaAM conference, one young researcher will receive the RaAM Early Career Research Paper Prize. It aims to encourage the production and dissemination of high quality research in the field of metaphor. The prize is awarded biennially for the best research paper published by a researcher who has recently completed a PhD.

Upcoming events of interest

The 2nd Workshop on Metaphor in NLP 2014

26 June, 2014
Baltimore, MD, USA

Invited Speaker:

Brad Pasanek (University of Virginia)

Details

RaAM endorsed event

Language, Culture and Mind VI

23-26 June, 2014
Lublin, Poland

Plenary Speakers:

Nancy Budwig (Clark University)

Henryk Kardela (Maria Curie-Sklodowska University)

Alan Rumsey (Australian National University)

Farzad Sharifian (Monash University)

Beata Stawarska (University of Oregon)

Details

6th Conference of the Society for Gesture Studies

8-11 July, 2014
San Diego, USA

Conference Theme: *Gesture in Interaction*

Plenary speakers:

Herbert Clark (Stanford University)

Susan Wagner Cook (University of Iowa)

Marjorie H. Goodwin (UCLA)

Marianne Gullberg (Lund University)

Asli Oezyürek (MPI Nijmegen, Radboud University)

Andy Wilson (Microsoft Research)

Details

5th UK Cognitive Linguistics Conference

29-31 July, 2014
Lancaster University, United Kingdom

Plenary speakers:

Daniel Casasanto (The New School, New York)

Alan Cienki (VU University Amsterdam & Moscow State Linguistic University)

William Croft (University of New Mexico)

Adele Goldberg (Princeton University)

Stefan Gries (University of California, Santa Barbara)

Elena Semino (Lancaster University)

Details

The 2014 Stockholm Metaphor Festival

28-30 August, 2014
Stockholm University, Sweden

Keynote speakers:

Alice Deignan (University of Leeds)

Gerard Steen (VU University Amsterdam)

Details

CADAAD 2014

1-3 September, 2014
Loránd Eötvös University, Hungary

Plenary Speakers:

Ruth Wodak (Lancaster University)

Theo van Leeuwen (Univ. of Technology, Sydney)

Lilie Chouliaraki (London School of Economics)

Andreas Musolff (University of East Anglia)

Crispin Thurlow (University of Washington)

Details

Upcoming events of interest

Metaphors in the Indigenous Languages of South America

24 Sept, 2014
Brazil

Keynote speakers:

Carmen Sylvia de Alvarenga Junqueira (PUC - São Paulo)
Chris Sinha (University of Lund)
Enilde Faulstich (Universidade de Brasília)
Raymond Gibbs (University of California Santa Cruz)
Terrence S. Kaufman (University of Pittsburgh)

Contact: Ana Suelly Cabral; lali@unb.br

DGKL/GCLA 6

30 Sept - 2 Oct, 2014
FAU Erlangen-Nürnberg, Germany

Conference focus: *Constructions & Cognition*

Plenary speakers:

Ewa Dabrowska (Northumbria University)
Adele E. Goldberg (Princeton)
Ronald W. Langacker (UC San Diego)
Friedemann Pulvermüller (FU Berlin)
Hans-Jörg Schmid (LMU Munich)

Details

V International Congress of Metaphor in Language and Thought

7-9 Oct, 2014
UFMG, Brazil

Conference theme: *Metaphor and Language Teaching*

Plenary speakers:

Jeannette Littlemore (Birmingham)
Gerard Steen (VU University Amsterdam)
Ulrike Schröder (UFMG)

9th AELCO International Conference: Applied Cognitive Linguistics: New Challenges

15-17 Oct, 2014
University of Extremadura, Spain

Plenary speakers:

Frank Boers (Victoria University of Wellington, New Zealand)
Alejandro Castañeda (University of Granada, Spain)
Nick Ellis (University of Michigan, EEUU)
Jeannette Littlemore (University of Birmingham, UK)

Details

Metaphor in academic conversation

18 Oct, 2014
University of Extremadura, Spain

Symposium following AELCO

Keynote speakers:

Annelie Ädel (University of Dalarna, Sweden)
Fiona MacArthur (University of Extremadura)

Details

Free registration!

CSDL 2014 (Conceptual Structure, Discourse, and Language)

4-6 Nov, 2014
Santa Barbara, USA

Plenary speakers:

Elizabeth C. Traugott (Stanford)
William Croft (University of New Mexico)
Adele E. Goldberg (Princeton)

Details

Upcoming events of interest

33ʳᵈ AESLA conference

16-18 April, 2015
Technical University of Madrid (UPM), Spain

Conference theme*: Multimodal communication in the 21st century: Professional and academic challenges*

Keynote speakers:

Charles Forceville (UvA)
Francisco Ruiz de Mendoza (Universidad de La Rioja)
Jorge Díaz-Cintas (University College London)
Magali Paquot (Lovaine University)
Joaquín Garrido (UCM)

Deadline for abstract submission: 30 Nov. 2014

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

Call for papers

"Metaphor and Metonymy in Social Practices": Special issues of the Brazilian Journal of Applied Linguistics

The Brazilian Journal of Applied Linguistics, a non-profitable publication, is a peer-reviewed quarterly journal with the mission to encourage research in the field of Applied Linguistics. Founded in 2001, the journal welcomes articles that address the many complex phenomena of language-related real life problems, concerning language use in different contexts or language learning. The journal also publishes reviews and interviews, and two issues a year focus on a specific theme in the field. The Journal, sponsored by the Federal University of Minas Gerais (UFMG) Program of Linguistics Studies (POSLIN) and the Brazilian Research Agencies CNPq and FAPEMIG, is freely distributed to the members of ALAB (Brazilian Association of Applied Linguistics).

Editors:
Raymond Gibbs Jr. (UCSC) (invited editor) and Luciane Corrêa

Submission Deadline: 30/07/2014

Information and submission

New articles & book chapters

Barcelona, A. (2013). Metonymy-guided inferences in creative thinking (humor, theology and art) In R. M. Casas (Ed.), *Homenaje a Francisco Gutiérrez Díez* (pp. 39-58). Murcia: Editum. Ediciones de la Universidad de Murcia.

Barcelona, A. (2013). Metonymy is not just a lexical phenomenon. In N. L. Johannesson & D. C. Minugh (Eds.), *Selected Papers from the 2008 Stockholm Metaphor Festival (Stockholm Studies in English series 105).* (pp. 13-46). Stockholm: Acta Universitatis Stockholmiensis.

Blanco Carrión, O., Barcelona, A., & Guerrero Medina, P., Guarddon Anelo, M., Hernández Gomáriz, I., Portero Muñoz, C., & Rodríguez Redondo, A. L. (in press). Applying the entry model in a detailed database of metonymy: A discussion of the problems involved. In C. Alm-Arvius, N.-L. Johansson & D. C. Minugh (Eds.), *Linguistics Applied 6, thematic issue: The character and use of figurative language*.

Barcelona, A. (in press). Metonymy. In E. Dabrowska & D. Divjak (Eds.), *Handbook of Cognitive Linguistics*. Berlin, New York: Mouton de Gruyter.

Cienki, A. (2013). Conceptual metaphor theory in light of research on gesture with speech. *Cognitive Semiotics* 5 (1-2): 349-366.

Cienki, A. & Yanow, D. (2013). Why metaphor and other tropes? Linguistic approaches to analysing policies and the political. *Journal of International Relations and Development* 16: 167-176.

Jin, L., Smith, K., Yahya, A., Chan, A., Choong, M., Lee, A., Ng, V., Poh-Wong, P. & Young, D. (2013). Perceptions and Strategies of Learning in English by Singapore Primary School Children with Dyslexia – a metaphor analysis. In S. Sheehan (Ed.), *British Council ELT Research papers* (Vol. 1, pp. 13-34). London: British Council.

Jin, L., Liang, XH., Jiang, CS., Zhang, J., Yuan, Y., & Xie, Q. (in press). Studying motivation of Chinese young EFL learners by metaphor analysis. *English Language Teaching Journal*.

Jin, L., Jiang, CS., Zhang, J., Yuan, Y., Liang, XH., & Xie, Q. (in press). Motivations and Expectations of English Language Learning among Primary School Children and Parents in China. *British Council Research Publications*.

Jin, L. (in press). Intercultural Communication Competence for Leaders with a Global Vision. *Journal of China National Academy of Governance*.

Krennmayr, T., Bowdle, B., Mulder, G., & Steen, G.J. (2014). Building metaphorical schemas when reading text. *Metaphor and the Social World,* 4(1), 65-89.

Krennmayr, T. (2013). Top-down versus bottom-up approaches to the identification of metaphor in discourse. *metaphorik.de*, 24, 7-36.

Special issues

Metaphor and the Social World

Hidalgo Downing, L., & Kraljevic Mujic, B. (Eds.). (2013). Metaphorical creativity across modes. *Metaphor and the Social World*, 3 (2).

Journal of Cognitive Semiotics

Fusaroli, R. & Morgagni, S. (Eds.). (2013). Conceptual metaphor theory: Thirty years after. *Journal of Cognitive Semiotics*, 5 (1-2).
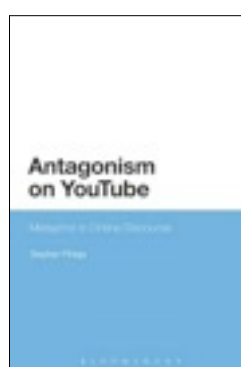
New books

Chrzanowska-Kluczewska, E. (2013). *Much more than metaphor*: *Master tropes of artistic language and imagination.* Frankfurt am Main: Peter Lang.

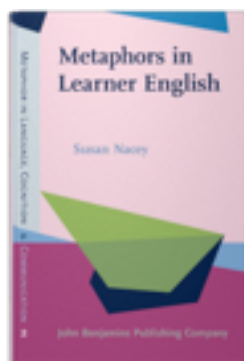Junge, M. (Ed.). (2014)*. Methoden der Metaphern-forschung und -analyse.* Wiesbaden: Springer.

Han, C. (2013). *Metaphor and entertainment*: *A corpus-based approach to language in Chinese online news.* Houndmills: Palgrave Macmillan.

Pihlaja, S. (2014). *Antagonism on YouTube: Metaphor in Online Discourse.* London: Bloomsbury.

Nacey, S. (2013). *Metaphors in learner English*. Amsterdam and Philadelphia: John Benjamins.

Plötner, K. (2014). *Raum und Zeit im Kontext der Metapher. Korpuslinguistische Studien zu französischen und spanischen Raum-Zeit-Lexemen und Raum-Zeit-Lokutionen*. Potsdamer Linguistische Untersuchungen, Vol.13: Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang.

Digitally RaAM

RaAM website:

http://raam.org.uk/Home.html

RaAM on Facebook:

https://www.facebook.com/groups/100767151851/

RaAM List:

http://raam.org.uk/mailman/listinfo/metaphor-l_raam.org.uk

Project updates

Metonymy project, Antonio Barcelona
University of Córdoba

Update on results presented at the ICLA 2013, Edmonton, Canada: <u>powerpoint</u>; <u>abstract</u>

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Metaphor in End-of-Life Care: an interdisciplinary project
Lancaster University, UK
Funding body: Economic and Social Research Council

For over 18 months now, an interdisciplinary team has been involved in the <u>'Metaphor in End-of-Life Care'</u> project. The seven-strong interdisciplinary project team includes three RaAM members - *Veronika Koller* and *Elena Semino* (Lancaster University) and *Zsófia Demjén* (Open University) – as well as computer scientists and health researchers. Together, we have used a combination of 'manual' and corpus-based methods to investigate the metaphors used to talk about end-of-life care in a 1.5-million-word corpus consisting of interviews with and online forum posts by terminally ill patients, family carers and health professionals.

Aims
Our aims are to see how members of these different stakeholder groups use metaphor to talk about their experiences, attitudes and expectations of end-of-life care (e.g. terminal illness, palliative treatment, preparations for dying) and what the use of metaphor by these stakeholder groups suggests about their experiences and needs, and about their mutual relationships.

Focus
‣ Different 'Violence' and 'Journey' metaphors used by the different groups and the function of those metaphors within the discourse of end-of-life care
‣ Metaphor scenarios in connection with carer emotions
‣ Metaphors and narratives in hospice managers' accounts of 'good' and 'bad' deaths

Events
With the funded phase of the project ending in June 2014, we have had a string of dissemination events since the beginning of the year:
<u>'Using Corpus Methods to Analyze Metaphor in Discourse'</u> (workshop)
<u>'Metaphor in Health Communication'</u> (symposium sponsored by RaAM)
<u>'Language in End-of-Life Care'</u> (user event held in central London where we shared our main findings with an audience of healthcare professionals and researchers specialising in palliative and end-of-life care)

Media
The project has attracted media attention in the <u>UK</u> and the <u>US</u>.

Future plans and looking for collaborators
There are now plans to carry out a number of follow-on projects, including setting up similar studies in other countries. If any of you are interested in exploring parallel projects in your own contexts, please feel free to contact Elena Semino or Veronika Koller at Lancaster University: <u>e.semino@lancaster.ac.uk</u>; <u>v.koller@lancaster.ac.uk</u>

Project updates

VisMet Baby
Pilot Phase of the Corpus of Visual Metaphors
Dr. Marianna Bolognesi, *Metaphor Geeks*, and Prof. Gerard Steen, *Metaphor Lab*

This June will see the launching of VisMet Baby, the pilot for an envisioned corpus hosted by the Metaphor Lab (Faculty of Arts, VU University Amsterdam) and developed in collaboration with the Network Institute (VU University Amsterdam) and Metaphor Geeks (International Center for Intercultural Exchange). The aim of the VisMet project is to create an online resource of annotated images that can be used by students and researchers from different academic fields interested in visual rhetoric, and in particular in understanding, analysing, and comparing visual metaphors and their configuration with other visual tropes, across a variety of images and genres. The initial version of around 360 images will gradually be expanded with new materials as well as with new functionalities, such as an open forum and an online tool for crowdsourcing tags for the collected images. By adding such functionalities, coordinator *Marianna Bolognesi* and scientist in charge *Gerard Steen*, together with research assistants *Romy van den Heerik* and *Esther van den Berg*, aim to create a platform where the most recent debates, insights, and analyses around visual and multimodal metaphors can be shared in order to achieve an advance in common knowledge in the field of visual metaphor studies. For updates on the project please visit the Metaphor Lab website.

New projects

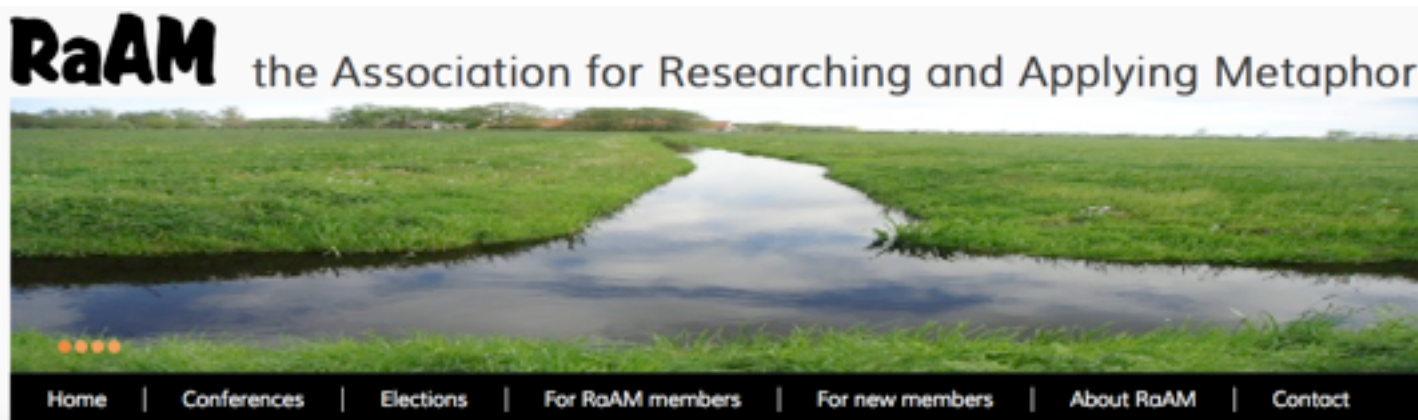**Metaphor, hyperbole, and irony in economic discourse**
Amber Boeynaems, VU University Amsterdam

Supervisors: Dr. Christian Burgers (daily supervisor), Prof. dr. Elly Konijn, Prof. dr. Gerard Steen

In February 2014, Amber Boeynaems started her PhD project 'Dynamics of Figurative Framing in Public Discourse' at the Department of Communication Science, VU University Amsterdam (Netherlands). Through experimental research, Amber investigates the effects of figurative language types (metaphor, hyperbole, irony) on issue perceptions. The project also focuses on the dynamics underlying these effects.

RaAM has a new webpage

Our web editor, Gudrun Reijnierse, has given the RaAM website a new look! If you have any suggestions or comments, please contact Gudrun Reijnierse.

Doctorate degrees

Dr. Anna Kalve (Riga)
Supervisor: Prof., Dr. philol. Anita Načisčione

The phenomenon of conceptual metaphor

Dr. Kalve explores conceptual metaphor as a central notion in cognitive linguistics. She collected a wide range of empirical data in Latvian and identified and explored original Latvian concepts and conceptual metaphors that reflect typical features of the Latvian language, mindset and culture, e. g., GOODNESS IS THE SUN, CRISIS IS A MIRE, FREEDOM IS LIGHT, CAPTIVITY IS DARKNESS.

They are reflected in innumerable linguistic metaphors that have been created in the Latvian language and thought as a result of historical, cognitive and spiritual experience. They have been retained in the nation's long-term collective memory.

Kalve argues that these conceptual metaphors have acquired diachronic stability. The explored figurative material discloses the wealth of Latvian figurative thought that is vividly represented not only in folk songs and Latvian literary heritage but also in today's language use.

Hong Kong PhD Fellowship Scheme

The [Hong Kong PhD Fellowship Scheme](#) (HKPFS), established by the Hong Kong Research Grants Council (RGC) in 2009, aims at attracting the best and brightest students from all over the world to pursue their PhD studies in Hong Kong.

Application

Applicants should write to potential advisors directly if they are interested in applying for this fellowship to see if the advisor is interested in their proposed topic of research. The application deadline will be in December 2014. The precise date will be announced on the [website](#).

Dr. Jocelyn Wolfe (Griffith Univ., Queensland, Australia)
Supervisors: Prof. Huib Schippers, Assoc. Prof. Michael Haugh

How far can you stretch a note? Developing an approach to the study of metaphor in the language of music instruction

While it is known that metaphor is used extensively in education across disciplines, little research to date has examined how metaphor is applied in music instruction at advanced levels. Here, metaphors explain expressive performance features that a player uses to make one interpretation more meaningful than another. This study therefore explores metaphor through the lens of the language music teachers use, developing an investigative approach which enables new insights into the nature and function of metaphorical language in this context.

From the study, it is clear that metaphor is highly conventionalised in teacher talk during advanced music instruction. There are hitherto undetected structures and patterns in the use of metaphor in its linguistic expression, as well as in potential underlying concepts. On the surface, there is an apparent diversity in the way teachers describe musical sound, while on a deeper level, a striking systematicity is evident.

Three outcomes emerge from the study: It contributes to the growing body of research on metaphor in educational discourse and on collections of naturally occurring language; it provides a lexicon of metaphor usage, with practical applications in music pedagogy particularly for speakers of other languages; and it provides greater insight into the use of metaphor in communicating how music is perceived, performed, and taught, in particular in relation to expressive performance—one of the most elusive aspects of the art.

About Jocelyn Wolfe

My home is in Brisbane (or Bris*vegas*, as it is affectionately known), on the east coast of Australia. Australian English is my language. It's sometimes not intelligible to other English speakers. I have undergraduate and postgraduate degrees in music as well as postgraduate degrees in applied linguistics and editing. Since 2004, I have worked at Queensland Conservatorium Griffith University as Convenor of English for Music Studies, a language enhancement course for students from culturally and linguistically diverse backgrounds, in their first year of tertiary music study. I am also a sessional music studies tutor, as well as a freelance researcher, writer and editor. For more about me, see my [Academia](#) page.

New RaAM member

Chiara Pollaroli

I am a PhD student at the Faculty of Communication Sciences at the University of Lugano (Switzerland) and I am currently a visiting PhD student at the University of Amsterdam with a scholarship from the Swiss National Science Foundation. My PhD research project aims to combine argumentation and pictorial/ multimodal metaphors and metonymies.

The title of my project is "T(r)opical patterns in advertising: the argumentative relevance of pictorial and multimodal metaphors and metonymies".

Project summary

My PhD research aims at contributing to the field of argumentation theory by investigating whether and how pictorial and multimodal metaphors and metonymies fulfill an argumentative relevant function in advertising. I start from the assumptions that advertising (1) is a communicative activity that advances reasons in support of a claim (e.g., 'You should buy product X'), (2) employs metaphors and metonymies both in their monomodal (pictorial or verbal) and multimodal manifestations, (3) exploit the combination of verbal and pictorial elements to advance reasons in support of a claim. Studies on the relationship between rhetorical tropes and argumentation have tried to show not only that tropes synthesize arguments, but also that they have a strong argumentative force in comparison to other forms of communication. However, research needs to be conducted on the isomorphism between tropes and the inferential structures of reasoning called loci or topoi. I hypothesize that metaphors synthesize arguments from analogy and metonymies synthesize causal argumentation (material cause, instrumental cause, final cause, etc.). This goal is achieved analyzing a corpus of 60 print advertisements and billboards. The method of analysis includes (1) Blending Theory that enables to make explicit the relevant properties projected to the incongruous blend and the shared abstract category that input spaces belong to; (2) Pragma-Dialectics, one of the leading theories in argumentation studies that enables to reconstruct the claim(s) and the reason(s) advanced to support a claim in everyday argumentative discourses; (3) the Argumentum Model of Topics (AMT) which enables to make explicit the inferential processes that link reasons to claims. The AMT is particularly suited to unveil the inferential structure of reasoning (locus or topos) that is at the basis of pictorial/multimodal tropes in advertising.

More about Chiara Pollaroli

We are very sorry to report the passing of one of our RaAM members, *Christina Alm-Arvius*. She recently retired from her post as Senior Lecturer at the Department of English at Stockholm University. She was an active member of the metaphor community, enthusiastically organizing the "The Stockholm Metaphor Festival" since 2007. She will be sorely missed.