



Association for Researching and Applying Metaphor (RaAM)

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## Annual Report 2012-13

### Introduction

The Association for Researching and Applying Metaphor was formed in 2006, after an inaugural meeting at the RaAM6 conference at the University of Leeds. It was registered as a charity the following year. Its key objective is to foster research into metaphor and other figures of speech, thought and communication. To this end, it facilitates a full conference every two years and a specialised seminar in the intervening years. In addition, RaAM offers financial support to researchers without the funding to disseminate and discuss their research, academic support (in the form of online resources and electronic networking and discussion facilities) and social support (a newsletter and Facebook group). In order to carry out the organisational work, there is a small Executive Committee, which meets once or twice a year. Procedures for bidding to hold specialised seminars and conferences have been established and refined through experience, so that an efficient and effective system is now in place which allows sufficient time for forward planning.

### Executive Committee (EC)

The EC, after the 6 July 2012 AGM elections comprised

Post	Person	Country
Chair	Alan Cienki	Netherlands
Secretary	Graham Low	UK
Treasurer	Mark Lee	UK
Web Editor	Tony Berber Sardinha	Brazil
Conference Secretary	Alice Deignan	UK

Newsletter Editor	Lettie Dorst (re-elected)	Netherlands
Postgraduate Liaison & Development Officer	Ewa Biernacka (re-elected)	Poland
Ordinary member (UK)	Andreas Musolff (new)	UK
Ordinary member (international)	Gill Philip (new)	Italy

RaAM is acutely conscious of the need to minimise EC expenses and running costs, and thus makes use of meeting locations central to members, and electronic conferencing (Skype) where viable. Moreover, RaAM only funds partial expenses for the EC, so EC members are hereby thanked for the considerable time and effort spent over the year. In 2012-13 the mid-year EC meeting was not needed, thereby saving travel and accommodation expenses.

### Membership

Since April 2012 we have had 13 new members join RaAM. These break down as follows:

Student 1 year	<b>3</b>
Student 3 year	<b>4</b>
Ordinary 1 year	<b>4</b>
Ordinary 3 year	<b>2</b>
<b>Total:</b>	<b>13</b>

Inclusive of the above, current membership (i.e. subscribed for 2013/14) is as follows:

Student	<b>35</b>
Ordinary	<b>30</b>
<b>Retired</b>	<b>2</b>
<b>Total:</b>	<b>67</b>

Last year we had 103 members currently subscribed. This seems a bit of a drop but could be due to the bi-annual nature of the conference versus specialised seminar.

### Chair's report

The 2012 conference in Lancaster was not only a scholarly success and very well organized but also ended with a surplus of £2000. The Local Organising Committee donated this to the Association, for which we are very grateful. With the elections at the 2012 conference in Lancaster, EC ordinary members Irene Mittelberg and Jeannette Littlemore completed their terms and Andreas Musolff and Gill Philip were elected to replace them. Lettie Dorst and Ewa Biernacka were re-elected and have continued as Newsletter Editor and PhD Liaison, respectively.

Concerning future elections, the Secretary discovered this year that there is no requirement that a majority of the RaAM Executive Committee must be UK-based, just that its administration (bank accounts) must be. At some point in RaAM's origins, this was thought to be a requirement of the UK Charities Commission, whose rules we fall under. Indeed, this had been seen as the major disadvantage of having the UK Charities Commission as RaAM's administrative umbrella. Now that we know that this is not required by the CC, this restriction will not apply for future elections. However since the CC requires that the administration of its charities be located in the UK, meaning the bank accounts at the minimum, at least the Treasurer should remain someone based in the UK. On the whole, though, it means that the future composition of the EC can better reflect the geographic diversity of our membership and better profile RaAM as an international association. The location of the 2013 specialised seminar in Poland and the 2014 conference in Italy already help expand the international reach of RaAM to Eastern and Southern Europe.

The development of the new website and the database of members stalled this year, but is continuing. The Metaphor-L e-mail list has continued to run smoothly under the monitoring of RaAM student member Austin Bennett, in consultation with the Chair, and provides an easy means for distribution of metaphor-related news that is open to RaAM members and non-members alike.

There were questions this year about whether we needed to register with the UK tax authorities for tax exemption. The Secretary met informally with a solicitor to get the answer to this (which is 'no') and to some other questions. A conclusion from the meeting was that we need to do our annual reporting somewhat differently. From now on we will create the report ahead of the AGM, and next year circulate it with the final agenda. We will also separate reporting based on the past financial year 5 April-4 April from a 'looking ahead' section.

## **Conferences and seminars**

### *RaAM9 Conference, University of Lancaster*

The 2012 RaAM9 conference was held at the University of Lancaster, UK, 4-7 July. The theme was "Metaphor in Mind and Society" and the dates 4-7 July. There was lengthy and detailed liaison between the Conference Secretary and the Local Organizing Committee. A set of selected papers from the conference is being prepared for a special issue of *Metaphor and the Social World* (vol 3(2)).

The conference at Lancaster was agreed to be very successful. The LOC have produced a very helpful report with recommendations for the LOC for the 2014 team. Perhaps key is the suggestion that there be a deadline for registration; there were a number of no-show

presenters at Lancaster, which could have been reduced had speakers been removed from the provisional programme if they had failed to register by a deadline.

*2013 Seminar (Faculty of English, Adam Mickiewicz University, Poznan, Poland)*

Theme: Metaphor & Emotions. Date: 2-3 May 2013.

The planning has gone very smoothly. The LOC has decided to limit and narrow the range of papers and input of plenary speakers, to keep the narrow focus intended for the seminars (as opposed to conferences). The seminar is approaching the size of a small-medium conference, and organisation is clearly a huge workload. RaAM is very grateful to the LOC for taking this on. A good number of abstracts were received which led to a slight delay in the reviewing process.

RaAM agreed (4 July 2012) to provide £1000 for hardship bursaries covering the conference fee and accommodation for 7 delegates. By the time this report was compiled, appropriate students had been identified and the money transferred.

*2014 RaAM10 conference bid (Dept of Education, Psychology & Philosophy, University of Cagliari, Italy)*

Theme: Metaphor in Communication, Science and Education. Date: 23-27 June 2014 (tbc)

Cagliari's bid was accepted by the EC at its 4 July 2012 meeting. The EC also agreed to offer £1000 matched funding for students and £2000 for needy non-students, especially academics from developing countries, to attend the 2014 conference.

## **Financial summary**

As the RaAM bank account is in the UK, figures below are in UK pounds. The RaAM financial year runs 4 April – 5 April.

### *Income*

Membership (and other)	3734
Income from RaAM9 Conference	2000
Income from savings	3
<b>Total income</b>	<b>5737</b>

### *Payments*

Website hosting	(70)
RaAM insurance	(419)

EC running costs	(888)
Support for RaAM Conference, Lancaster	(3,000)
Database development	(1,000)
<b>Total payments</b>	<b>(5377)</b>
Balance	<u>359</u>
Cash from 2011-12	11858
Acc. adjustment	(11)
Final position 4/5/2013	<u>12206</u>

RaAM's financial position remains healthy, and it will be able to offer student bursaries in 2013, staff and student bursaries in 2014, and a new round of seedcorn research grants in 2014, as well as cover projected EC expenses.

#### *Reserves policy*

RaAM does not currently have a formal policy for holding and using financial reserves. However, the EC has attempted to maintain a judicious policy of expenditure, keeping about £5,000 in an easily accessible savings account, and a final balance of around £10,000, so that RaAM remains solvent despite annual fluctuations in income from membership fees and/or conferences/seminars, but can still respond rapidly to either suggestions for funding new activities, or to emergencies of various sorts. As RaAM develops, it may become necessary to develop a more formalised policy.

#### **Membership fees**

The aim is to keep RaAM membership fees within the ability of students to pay, as well as encouraging them to join for more than a year (e.g. the year of conferences). In 2011, the fee structure was revised, to have one-year and three-year rates. For 2012-13 these were:

1 year's senior membership: £35

3 years' senior membership: £85

1 year's membership for students or retired: £20

3 years' membership for students or retired: £40

## **Public benefit activity**

It is RaAM policy that the conference bursaries it funds (or co-funds with Local Organising Teams) for PhD students, and the Early Career Research Paper prize are open to non-members of RaAM.

The 2012 Conference presentation prize (funded by Cambridge Scholars Press and again not restricted to RaAM members) was won by Peter Richardson for his presentation, "Clear paths: A study of the interaction between metaphors related to movement and certainty in Christian and Muslim testimonials", currently being published as a paper in *Metaphor & the Social World*, 3(1).

The 2012 Early Career Research Paper Prize had 6 applications. The winner was chosen by a jury co-ordinated by Irene Mittelberg and was Dennis Tay Zhiming (National University of Singapore). His prize-winning paper, announced at RaAM9, was:

Tay, D. (2012). Applying the notion of metaphor types to enhance counseling protocols. *Journal of Counseling & Development*, 90(2), 142–149.

In the Autumn of 2011, four seedcorn funding grants were offered to facilitate metaphor research and development projects. At its meeting on 4 July 2012, the EC decided to offer, if money is available, seedcorn grants on a biennial basis and to offer them in the year of the RaAM conferences. That means that the next grants will be offered in 2013-14, not 2012-13.

## **Website, database and electronic resources**

Work continued on the new website, but is not quite finished. This was also the case with the new membership database, which still has issues connected with emailing members and deleting/modifying entries.

Visits to the RaAM website declined slightly in 2012 from 2011 (8543 visits from 9466). In the first 3 months of 2013 there were 1706 visits (vs 1762 in Jan-Mar 2012). In terms of the number of webpages visited, the top three countries are USA, UK and China. This shows a considerable increase in visits from China from 2011.

The Facebook group, set up for PhD students, had an administrative hiccup in 2012, losing all members when Facebook changed its interface. However, it has been reborn and had 86 members as at 14 April 2013 (up from 53 members at 28 June 2012). The e-mail listserv that RaAM established in 2010, Metaphor-L, has continued to provide a means for those interested in metaphor research to post questions and news. It is moderated by a student volunteer, Austin Bennett, in consultation with the Chair of RaAM.

In general, the planning, compilation and distribution of the newsletter has gone smoothly this year. We are, however, still distributing the newsletter the old-fashioned way (by

uploading to the website and sending the link via mass mail). Newsletter 11 came out in November 2012, and number 12 is in preparation: scheduled to appear end of April. The format was largely the same as that of previous newsletters. The rate of contributions submitted was down on 2011-12. As ever, members are encouraged to send in contributions, but a strategy for encouraging people is to be implemented for 2013.

The RaAM website holds details of research projects by members and suggested readings for those doing doctoral research. Members are encouraged to update these.

RaAM has continued with its policy of archiving websites of conferences and seminars, and the Lancaster conference site has now been archived.

## **Looking forward to 2013-14**

### **Public benefit activities**

We anticipate offering a second round of seedcorn funding grants to facilitate metaphor research and development projects in 2013-14. As with round 1, applications need not be from RaAM members.

By the time this report is published, RaAM will have given £1000 to the 2013 RaAM Seminar Organising Committee for student bursaries. The EC will also have helped select successful applicants. There is no requirement to be a RaAM member to receive a bursary.

The EC has agreed to offer £2000 staff and £1000 student bursaries for the 2014 RaAM10 Conference in Cagliari. Awards will not be restricted to RaAM members.

An announcement will be made soon about the 2014-15 Early Career Research Paper Prize. It is hoped that RaAM will be helping with the 2014 PhD Conference Presentation prize too. As in previous years, neither will be restricted to RaAM members.

### **Conferences, seminars and RaAM events**

In the autumn, a call will go out for prospective organisers to bid to host the seminar in 2015 and RaAM11 conference in 2016.

The Chair has been in touch with RaAM members in Taiwan and Malaysia who are interested in bringing local scholars of metaphor together; it is hoped this may lead to opportunities in the future for regional RaAM events in Asia.

### **Newsletter**

Issue no. 12 of the RaAM Newsletter is scheduled for April/May 2013, and 13 for the Summer, providing a pre- and post-conference approach to newsletter publication. Attempts will be made to (a) encourage conference attendees to submit contributions and (b) to persuade more PhD supervisors to inform the Newsletter Editor about current and finished projects.

### **Website and members database**

Development will continue in 2013-14.

Graham Low & Alan Cienki, April 2013