



Association for Researching and Applying Metaphor (RaAM)

Website: <http://www.raam.org.uk>

Registered UK Charity: 1119696

email: [info@raam.org.uk](mailto:info@raam.org.uk)

Address: Dr G.D. Low (Secretary), c/o Dept. of Education, University of York, York YO10 5DD  
([gdl1@york.ac.uk](mailto:gdl1@york.ac.uk))

## Annual Report 2013-14

### 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 3 May 2013 AGM elections, comprised

Post	Person	Country
Chair	Alan Cienki	Netherlands
Secretary	Graham Low	UK
Treasurer	Alice Deignan	UK
Web Editor	Gudrun Reijnierse	Netherlands
Conference Secretary	Lettie Dorst (New)	Netherlands

Newsletter Editor	Tina Krennmayr (new)	Netherlands
Postgraduate Liaison & Development Officer	Ewa Biernacka-Debska	Poland
Ordinary member	Andreas Musolff	UK
Ordinary member	Gill Philip	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.

## Membership

On May 4th RaAM had 114 members as follows:

Student/ Retired 3 years: 44

Student/ Retired 1 year: 11

Senior 3 years: 45

Senior 1 year: 14

## Chair's report

The year 2014 finds RaAM in a good position. This is true on various levels: the interest in RaAM remains high, as seen from the submissions for the upcoming conference in June; members are involved in a variety of projects, some of which have sought endorsement through RaAM, and so are advertised on our website; and the Association remains financially healthy, as indicated in the Treasurer's report.

In early May (2-4 May 2013) Adam Mickiewicz University in Poznan hosted a successful specialised seminar with the theme "Metaphor, metonymy and emotions". Sylwia Wojciechowska and Ewa Biernacka did an excellent job heading the local organising committee. It was not only an intellectually enlightening meeting but, having been the furthest east that RaAM has held an event in Europe, it also helped to bring RaAM to the attention of a number of scholars who had not been part of it before. A goal for the future remains to conduct RaAM events in parts of the world where they have not been held in the past, such as Asia and North America, and the Executive Committee (EC) has been in conversation with RaAM members in these regions who may be able to make this possible.

We have been pleased to officially endorse several events in the past year, including a seminar on "New directions in metaphor research", at the University of Southern Denmark in Slagelse in October 2013, a symposium on "Metaphor in health communication" at Lancaster University in the UK in February 2014, and we are endorsing the "Second workshop on metaphor in natural language processing" that will take place in Baltimore, MD, USA in June 2014. Anyone holding events in the

future related to research on metaphor and/or metonymy, particularly in relation to real-world issues, is invited to contact any member of the EC if you are interested in seeking RaAM's endorsement of your event.

The office holders of the EC have been working throughout the year on the members' behalf to keep the Association moving ahead, and we held EC meetings before the seminar in Poznan in May 2013, in Amsterdam in January 2014 (as that was the most cost-effective location for most EC members), and we will meet in Cagliari just before the conference in June 2014. Among the work this year of the various EC officers, special mention and thanks should go to the Web Editor, Gudrun Reinierse, for the new website that went online in December 2013. The previous editor, Tony Berber Sardinha, established the first RaAM website, which served us well for seven years, and Gudrun has revamped it, placing it on a new platform (WordPress) that makes it easier not only to update but also to be passed on to future web editors. It has also streamlined the process of joining and renewing one's membership through a simpler member database and is allowing us to modernize the way in which the election of new EC members is being conducted.

## **Conferences and seminars**

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

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

59 abstracts were received, of which 50 were accepted. Around 80 participants registered for the conference, but due to cancellations the final number of participants was 72, from 22 different countries. The seminar included 34 papers, 7 posters, 4 plenaries, one workshop and one guest lecture. 7 bursaries were granted (sponsored by RaAM), 5 to students and 2 to non-students. The seminar was not evaluated formally, but on the whole people seemed satisfied with the organisation, content, format and atmosphere at the seminar. The quality of the papers was high and there was ample opportunity for discussion and socialising. The Editorial Team of Poznan Studies in Contemporary Linguistics (PSiCL) intends to publish a thematic volume with papers from the seminar entitled "Metaphor, metonymy and emotions".

### *2014 RaAM10 conference, University of Cagliari, Sardinia, Italy*

Theme: Metaphor in Communication, Science and Education. Date: 20-23 June 2014

After a few start-up problems, planning has seemed to be going smoothly, with clear and frequent communications between RaAM and the Local Organising Committee (LOC). The LOC intends to accept 110 submissions for papers and 30 submissions for posters. They will also select 10 posters to create a waiting list of people who also prepare a back-up paper to be given if any gaps appear in the programme due to no-shows. The deadline for registration is 15 April 2014 – a reminder was sent out by the LOC via EasyChair.

Reminders have been sent to all past and present RaAM members about bursaries and prizes (via RaAM mass mail and Facebook). The LOC is handling student bursaries (for which RaAM has provided £1000 matched funding). In addition, by 4 April 2014, 9 applications had been received for

non-student hardship bursaries (more are anticipated later in the month). These will be evaluated by the EC (LD and AD) and scored according to quality/relevance to the conference theme, and hardship.

### Financial summary

As the RaAM bank account is in the UK, figures below are in UK pounds. The RaAM financial year runs 5 April 2013 – 4 April 2014.

#### *Income*

Membership (and other)	2102.90
Income from Poznan seminar	0.00
Income from savings	3.51
<b>Total income</b>	<b>2106.41</b>

#### *Payments*

Website hosting	(0)[1]
RaAM insurance	(342.15)
EC running costs	(1504.41)
Support for RaAM Seminar, Poznan	(1,000.00)
Bank charges	(60.91)
Account checking	(50.00)
<b>Total payments</b>	<b>(2957.47)</b>
<b>Balance</b>	<b>(851.06)</b>

#### *Overall*

Position at start of year (5 April 2013)	12,206.30
Position at end of year (4 April 2014)	<u>11,355.24</u>

### NOTES

<sup>1</sup> The cost of website hosting relates to the 2013/2014 financial year but the invoice of £69.99 has not yet been processed.

RaAM's financial position remains healthy, and it will be able to offer student bursaries in 2013, staff and student bursaries in 2014, and the EC can consider a new round of seedcorn research grants in 2014.

However, the fact that RaAM made a loss in 2013-4 and had to draw on about £850 of its reserves needs an explanation.

While the income from membership was reasonable, at £2106, it should be pointed out that several renewals arrived after 5 May and will be entered under 2014-5.

While it is hoped that biennial conferences will donate a proportion of their balance to RaAM, it is not always possible for the smaller biennial seminars to do so: this was the case for the 2013 Poznan seminar, which, though academically successful, was not able to donate any money at the end.

The EC running expenses were higher by £616 this year than in 2012-3. This was primarily due to the holding of a winter EC meeting in Amsterdam; this was considered necessary for three reasons: the fact that a conference was to take place in June, the imminent change in June of both Chair and Secretary, and the complexities of trialling the new database before the Web Editor went abroad for several months. Every attempt was made to minimise the cost of the meeting.

The item 'account checking' refers to a payment made to Phil Smith for checking and counter-signing the 2012-2013 accounts.

There is an annual cost of £69.99 for website hosting, but this was not paid during this financial period. It will appear on the accounts for 2014-2015.

### *Reserves policy*

As noted last year, 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 a savings account, and an overall position 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.

The reserves were slightly down as at 5 May 2014, though they were still above £10k. This is due to two reasons: the lack of money from the 2013 seminar (see above) and a lower than expected sum from the 2012 RaAM9 conference at Lancaster (see 2012-3 accounts). The reason was the moral need to support the unexpectedly high costs of one of the holders of a RaAM seedcorn grant, who presented her work at the Conference. EC fully understands and sympathises with the reasons why a lower amount (£2k) was given.

## **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. The fees were not increased from 2012-13, so for 2013-14 rates 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

Most members still pay using SWREG, though we encourage people to use electronic bank transfers where possible. Because members pay from different currency areas and there is a small charge levied by SWREG, there are minor variations in the actual amount received by RaAM.

## **Public benefit activity**

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

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 2014 Conference presentation prize is being co-ordinated by Lettie Dorst.

Peter Richardson's 2012 prize-winning presentation was published in 2013 as:

Richardson, P. (2012). A closer walk: A study of the interaction between metaphors related to movement and proximity and presuppositions about the reality of belief in Christian and Muslim testimonials. *Metaphor & the Social World*, 3(2), 233–262.

The Early Career Research Paper Prize (open to any researcher) is organised biennially to coincide with the RaAM conference. The EC members organising the 2014 prize are Andreas Musolff and Gill Philip. Antonio Barcelona has agreed to act as the third member of the Judging panel.

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. However, in the light of less than

anticipated income from RaAM9 and no income from the Poznan seminar, the EC decided at its January 2014 meeting to defer the decision on a 2014 seedcorn exercise to the June EC meeting.

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

The new RaAM website went live in 2013-14 and small improvements were made in response to users' feedback. The documentation section with AGM minutes and Annual Reports is now on open access.

The Facebook group, set up for PhD students (monitored and administered by Ewa Biernacka-Debska), was active throughout 2013-4: it had 170 members as of 15<sup>th</sup> April 2014, with numbers still increasing. Members regularly shared relevant news and information

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 RaAM newsletter has gone smoothly this year and two newsletters were published: no. 12 in April 2013, before the RaAM specialized seminar in Poznań, and no. 13 in October 2013. Keeping the original colour scheme, the 13<sup>th</sup> newsletter used a new template to create a more magazine-style look. Due to problems with member passwords at the old RaAM website, the second 2013 newsletter was emailed to members without password protection.

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

## **Looking forward to 2014-15**

### **Chair's overview**

Arrangements are on track for the June RaAM10 conference in Cagliari, and the EC thanks the local organizers for their work to date. We are also pleased that, as in the past, RaAM has been able to co-sponsor bursaries for students along with the local organizing committee and to provide bursaries for some non-students as well to help make it financially feasible for them to take part in the conference.

The election of several officers is scheduled to take place at the 2014 conference in June. Thanks go to Andreas Musolff and Gill Philip for their service this term as Ordinary Members, to Ewa Biernacka for her work as Postgraduate Liaison, and especially to Graham Low for his extraordinary work as

Secretary for two terms (eight years in total), as RaAM's first Secretary since it gained legal status as a charitable trust in 2006. There is no doubt that RaAM has the solid administrative structure it does today not only through Lynne Cameron's guiding hand as the first Chair, but also from the extensive work that Graham has put in, through his attention to policies, procedures, and the people involved in the Association. We are all indebted to Graham, and on behalf of the EC and the Association as a whole, I extend our sincere thanks to him.

### **Public benefit activities**

We anticipate if finances permit offering a second round of seedcorn funding grants to facilitate metaphor research and development projects in 2014. As with round 1, applications need not be from RaAM members.

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

It is also anticipated that matched funding for student bursaries for the 2015 RaAM seminar will be offered, as usual.

The winners of the 2014-15 Early Career Researcher Prize 2014 and the PhD Conference Presentation prize will be announced at the closing ceremony of the RaAM10 conference. As in previous years, neither will be restricted to RaAM members.

The newsletter will be made available to interested non-members (see below).

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

Prospective organisers have been asked to bid to host the seminar in 2015 and the RaAM11 conference in 2016. The decision about the hosts of the next seminar and conference will be announced at the RaAM10 AGM.

### **Newsletter**

As of 2014, newsletters will be accessible at the RaAM website and will not be exclusively available for members. This will provide more convenient access for members (as well as non-members) and may serve in attracting new members to RaAM. Members are encouraged to send in contributions. The next issue is planned for June 2014.

### **Website and members database**



The new website was trialled and went on-line in 2013-14. Further development will take place in 2014-15. Our thanks to Gudrun Reijnierse for all the hard work involved.

Graham Low & Alan Cienki, 13 June 2014