RaAM news

The Association for Researching and Applying Metaphor

RaAM

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

Message from the chair

RaAM's membership base and the Facebook group are growing, metaphorically speaking, by leaps and bounds, with the latter now numbering over 500 members.

The specialised seminar in Leiden on "Metaphors and/in/of Translation" was a great success, with its nine workshop sessions attracting strong interest, especially from students.

We had a record number of high-quality submissions for specialised seminars and conferences post-2016, with proposals from Russia, Denmark, Britain, Norway, China and Serbia. The Executive Board studied all proposals in detail and decided in favour of the seminar proposal for Denmark (Syddansk Universitet in Odense) in 2017, and the conference proposals for China (Hong Kong Polytechnic University) in 2018 and for Norway (Høgskolen i Hedmark) in 2020. The other proposals were also all highly impressive and RaAM is happy to endorse them.

Meanwhile the Call for Papers for RaAM 11 in Berlin and Frankfurt/Oder from 1 to 4 July 2016 plus a pre-conference workshop (29-30 June) has gone out and is available online.

Andreas Musolff

Highlights

RaAM Conference update, p.2

1 - 4 July 2016
The 11th RaAM conference will be held at the Freie Universität Berlin, Germany. The theme of the conference is "Metaphor in the Arts, in Media and Communication"
The call for papers is open!

Looking back: RaAM Seminar, p. 4

Student bursary winners report.

Student matters, p.7

Update from RaAM's Post-Graduate Liaison David O'Reilly

NEW: Metaphor column p. 9

8 Metaphor-related questions for Prof. Alan Cienki

artwork by Lynne Cameron: Landscapes of Possibility 1

"Metaphor in the Arts, in Media and Communication"

Freie Universität Berlin, Germany, 1 – 4 July, 2016

We are pleased to announce the 11th conference of RaAM – the Association for Researching and Applying Metaphor which will be held at Freie Universität Berlin, Germany, 1 – 4 July, 2016.

RaAM is committed to the study of metaphor, metonymy and other forms of figurative expression in all domains of life and with a particular focus on the application of metaphor research to real-life issues. With the 2016 theme "Metaphor in the Arts, in Media and Communication", the conference RaAM 11 will embrace this central thought by putting the spotlight on ways of metaphorical communication – often beyond the scope of solely language-based discourse – in some of the most prominent areas of metaphor usage.

RaAM 11 wants to provide a platform for research from various fields that regard metaphor as a fundamental principle of communication in the realm of the arts as well as in different forms of media and every-day communication. The conference aims to explore metaphor and metaphor usage in contexts that operate on a broad range of sensory data and different levels of imagery. This includes film and other audio-visual media, literature, poetry, architecture, theatre, painting, music and dance as well as production design, social media and face-to-face communication. We especially invite contributions that explore and discuss the link between these realms: a particular experiential, embodied, sensory dimension of metaphor that grounds understanding and the emergence of meaning.

The conference will feature plenary lectures by:

- Jennifer M. Barker – Georgia State University
- Petra Gehring – Technische Universität Darmstadt
- José Mario Gutierrez Marquez – Bauhaus-Universität Weimar
- Irene Mittelberg – RWTH Aachen

Submission of Abstracts

Abstracts for 20-minute papers and posters should be no longer than 400 words (excluding references). Proposals for themed panels (2-4 papers of 20 minutes) should add a panel description of no more than 300 words. All abstracts have to be submitted via ConfTool (https://www.conftool.com/raam2016).

Deadline for abstract submission: **December 15, 2015**
Notification of abstract acceptance: **March 15, 2016**
Registration for conference participation: March 15 – May 4, 2016

PhD Conference Presentation Prize

A prize will be awarded for the best presentation by a PhD student. Presentations will be preselected in the application process and will compete in a special panel during the conference. Therefore, papers that are handed in as part of a themed panel cannot compete for the prize.

Financial Support

A limited number of travel bursaries/stipends organised by the RaAM Executive Committee and the Local Organising Committee of the conference will be available for PhD students and postdocs in financial need. Details about the application process will be provided on the conference website.

Pre-Conference PhD Workshop "How meaning becomes graspable"

Prior to the conference, on June 29 – 30, 2016, a PhD workshop is offered that will be focussing on methods for analysing metaphor usage in face-to-face discourse and in audio-visual images. It is aimed at – but not restricted to – junior researchers and young academics dealing with metaphor research, analysis of face-to-face communication and of audio-visual media, who are interested in analytical methods with regard to their object of research.

Together we want to sift, analyse, and discuss data – among others with regard to the respective research questions of the participants – on a small scale and in a concentrated and collaborative manner. For this purpose, the European University Viadrina in Frankfurt (Oder) provides an appropriate and supportive setting. Being situated directly at the heart of Europe, at the German-Polish border and close to Berlin, it allows for working in a longstanding academic and scenic environment. We will take this bridge-building location of the Viadrina literally by joint activities on the two sides of the Oder River.

In order to apply for participating in the workshop a letter of motivation as well as an academic CV (assembled as one PDF file) are to be submitted via ConfTool (https://www.conftool.com/raam2016) where you also have to register in case of acceptance.

Deadline for letter of motivation submission: December 15, 2015
Notification of acceptance: March 15, 2016
Registration for workshop participation: March 15 – May 4, 2016

Further information and details about the application process will follow on the conference website.

Further Information and Contact

If you have any further questions regarding the conference, please visit the conference website or send an email to raam2016@cinepoetics.fu-berlin.de. Regarding the workshop, please send an email to raam-workshop@europa-uni.de.

We are very much looking forward to your submissions and hope to see you at the RaAM 11 next year.

The Local Organising Committee

Hermann Kappelhoff – Freie Universität Berlin and Cornelia Müller – European University Viadrina Frankfurt (Oder)(Chairs)

Christina Schmitt, Regina Brückner, Thomas Scherer, Sarah Greifenstein, Jan-Hendrik Bakels, Lena Hotze, Dorothea Horst, Franziska Boll

Looking back: the 5th RaAM Specialised Seminar

The fifth RaAM specialised seminar was organised by Leiden University in Leiden, The Netherlands, from 10-12 June 2015. The seminar combined plenary talks with a number of hands-on, real-world workshops. In addition, regular 20-minute paper presentations and a poster session were organized.

More than 60 students and scholars from over 20 countries participated in the Seminar. Two students won a bursary for participating in the seminar. Find their reports below.

Derek Fobaire, Universität Hamburg

My experience in Leiden was an overwhelmingly positive one, it being my first conference and first exploration of the academic world. I am currently finishing my BA at the Universität Hamburg for American Langauge Studies, with a minor in Portuguese. Throughout my studies, I have taken a strong interest to Cognitive Linguistics and have made it my main focus in the linguistic world, which was why I decided to take a chance and partake in the conference in Leiden.

When arriving, I was not at all sure what to expect, first off, I am still a BA student, I had never seen universities in the Netherlands and overall I was nervous about coming off too young or unschooled. Luckily, I had the experience of my life after meeting a few of the organizers of the conference and immediately felt welcome and involved. The initial ceremony was enough to have me pulled into the strong presence of exceedingly interesting talks and speakers that made me want to immediately change my major and university to study under them. I found the overall atmosphere extremely relaxed and had many intriguing talks with people from all over the world, expanding my knowledge of how many implications Metaphor can have in almost every field and not only in one specific aspect. The workshops and talks over the next few days seemed to be only getting better and I found myself surrounded by many sympathetic professors, doctorate students and a large array of academics who fueled my brain with even more questions than I came to Leiden with in the first place.

I was more and more impressed every hour and wished that the three days would have drawn out even longer with more discussions and insights from areas that I could never have imagined to have been able to discuss on such levels with so many wonderful people. The University of Leiden was impressive in many aspects and I can only say that I was left with a very encouraged sense of wanting to find out more and apply myself even more than I could have done before. I am very grateful for the experience and am very happy about my serious consideration of the Master programs at the university. I thank all that participated for showing me more than I could have imagined to be shown and for the organizers for unknowingly guiding me along my own academic path.

5th RaAM Specialised Seminar

"Metaphors in/and/of translation"

Want to share your RaAM presentation?

Please send it to webeditor@raam.org.uk, and we wil upload it to the RaAM website!

Maria Muelas Gil, University of Castilla-La Mancha

Last June I attended the 5th Specialized Seminar of RaAM, which was not only my first international event of this kind, but mainly a very fruitful and inspiring experience in all senses. Being a junior researcher who is starting her PhD program at the Autonomous University of Madrid this year, the seminar contributed enormously in guiding me during my first months of this ride (one of the basics I learnt in Leiden was that PhDs are a rollercoaster ride!). It was an intensive experience of learning, listening to new ideas, sharing knowledge and meeting well-known scholars as well as other fellow students, all this in just three days.
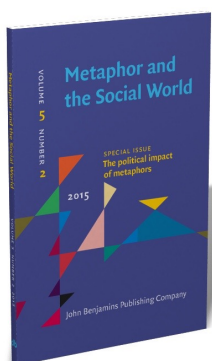
Academically speaking, one of the things I found most valuable was the workshops. They were very well focused on different aspects concerning metaphor and allowed the attendants to get deeper knowledge of several aspects and applications of metaphor. I personally enjoyed the one on corpora, held by Prof. Philip and Prof. Dorst, who provided the attendants with a number of different tools to be applied to our data together with basic notions such as which one to apply, how and why.

As a student, meeting reference scholars as Prof. Semino or Prof. Deignan (among many others!) was another highlight of Leiden. I believe that RaAM is not simply about attending an international event and presenting your work, but that one of its purposes is to allow young researchers to meet, ask questions and learn from those names whose work they have read and re-read for their papers. In few words, it gathers different generations of researchers as one small community of metaphor lovers.

Last but not least, the social part of the event was as important as the academic one. I first arrived in Leiden thinking about the presentation I was about to give and left having forgotten about it and replaced it with all the fellow students I met from so many different countries. RaAM allowed people from France, Italy, the Netherlands, Germany, Poland, the UK and even the States or Japan to share a few days with other PhD students following different paths and yet a common grounding. Even if only 'from RaAM to RaAM', I am convinced that they (we) will see each other many times in the future and that Leiden was just the starting point of many academic and friendly liaisons.

As a whole, this was a 100% complete experience in all senses and a fueling force to me. If other students are deciding whether to attend RaAM Conference in Berlin next year, I can only say that this is a must for all those who like metaphor as much as I do. Finally, I would also like to congratulate and thank the organizing committee of the event: it all went more than perfectly! I hope to repeat this experience soon enough in Berlin 2016!

Special offers for RaAM members

Did you know that RaAM gives members a discount on *Metaphor and the Social World*, as well as other journals?
Check the RaAM website to find out more!

Metaphor and the Social World moreover welcomes contributions from RaAM members.
Visit the journal's website to find out more!

Funding opportunity

University of Macerata is inviting proposals for visiting scholars for 2016-17. The proposed topic is "Research and Social Innovation". **Deadline: 30th October 2015**.
Details

Lectureship in Cognitive Linguistics

The University of Birmingham are hoping to appoint a permanent lecturer in Cognitive Linguistics with effect from 1st January 2016 or as soon as possible thereafter. **Deadline: 6th October 2015**.
Details

RaAM Endorsed Event: International Symposium "Metaphor as means of knowledge communication"

October 2016, Perm State University, Russia

The symposium is being organised by the faculty of Modern Languages and Literatures and the International Summer School on Metaphor and will be attached to the celebration of the 100th anniversary of the University.

The following research topics will be highlighted at the symposium:

Metaphor in Arts, Metaphor in Science and professional communication, Metaphor in teaching, Metaphor in translation, Metaphor and transdiscursive knowledge transfer, Metaphor and knowledge management, Metaphor and language planning, Development of metaphorical and terminological competence.

Abstracts of 30-minute workshops and 20-minute papers (no more than 400 words, excluding references), poster presentations, and virtual presentations are invited on any topic in the broad areas indicated above. All abstracts will be subject to a double-blind review process.

The main language of the conference will be English, but there will also be two tracks of papers in Russian and German. Abstracts with keywords should be submitted electronically to psu.metaphor.symposium@gmail.com

Deadline for abstracts submissions: March 15, 2016
Notification of acceptance/rejection: June 1, 2016

The local organising committee:
Larisa Alekseeva (PhD, Prof. of the Department of Linguodidactics, PSU), Svetlana Mishlanova (Prof., PhD, Head of the Department of Linguodidactics, PSU), Ekaterina Isaeva (PhD, Assoc. prof. of English in Professional Communication Department, PSU), Eugenia Bogatikova (Instructor of the Department of Linguodidactics, PhD student, PSU), Olga Burdina (PhD, Assoc. prof. of Latin, Deputy dean of Perm State Pharmaceutical Academy)

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

A quick update on student matters…

What's new for RaAM student members?

Mapping Metaphor link

At the Metaphor Lab Amsterdam summer school in June I met Ellen Bramwell and Rachael Hamilton from the Mapping Metaphor project. Over a glass of Dutch ale, they revealed to me the details of this fantastic new resource! We've added a link to the Mapping Metaphor homepage in the Student Section of the RaAM website, and details about the project can be found on page 17 of this newsletter!

RaAM Student Directory

Thanks to those who have joined recently! You can read about the research interests of our new additions here: http://www.raam.org.uk/student-section/student-directory/

If you are a student member of RaAM and have not yet added a profile, why not join today!? This is a useful way of keeping up to date on research interests, activities etc. To join, please email your profile information and picture (optional) to me at postgrad_liaison@raam.org.uk.

Photos from RaAM student gatherings

The getting together area of the student directory will be updated shortly with pictures from the recent seminar in Leiden.

The METAPHOR column!

A very big thanks to Alan Cienki for providing the first contribution to this regular slot in which academics and students are posed eight metaphor related questions. You can read his interview on page 9.

We are now seeking interviewees for the next newsletter. If you would like to be interviewed, or would like to interview an academic in your institution, please email me at postgrad_liaison@raam.org.uk for all the information!

Specialised seminar in Leiden

On behalf of the RaAM student contingent, a huge thanks to the organisers in Leiden for a thoroughly enjoyable specialised seminar in June. As ever, there were lots of fantastic presentations (oral and poster), stimulating discussions and the familiar friendly RaAM feel.

The students were very well accommodated, with a horde of us descending on *La Bota* restaurant for the student dinner on the Thursday evening. We would like to express our gratitude to RaAM for kindly funding this event.

One of my own personal highlights of the seminar was an impromptu stroll around the city on the final afternoon under the guidance of LOC members Katinka Zeven and Tony Foster (who may both want to consider a move into Leiden-based tourism!). It was a journey of extremes. One of our first

Student matters: An update from the Postgraduate Liaison

stops was a bizarre room called 'the sweatbox', an infernal dwelling where perspiring students inscribe their name on the wall as they nervously await their thesis defence. We left the sweatbox and decided to cool off (towards absolute zero) by dropping by Heike Kamerlingh Onnes' cryogenic laboratory.

An update on the student event at the RaAM conference in Berlin 2016

With lightning efficiency, the Berlin LOC has got to task on organising the student event for the 2016 RaAM conference. The date is penned in for Sunday 3rd July 2016.

We will be heading to a small and cosy nightclub in trendy Kreuzberg for discussion, drinks and dancing! The student event is open to all conference members, especially those who (in the words of the LOC's Evening Events Co-ordinator), are still PhD-students at heart….

Achtung Baby!

David

RaAM Postgraduate Liaison
postgrad_liaison@raam.org.uk

Dinner at La Bota

Walk to the seminar

Video

Elena Semino recently gave a talk at Cancer Research UK about her project on metaphor, cancer and end of life care. A great example of metaphor research reaching a practitioner audience.

8

Alan Cienki is Professor of Language Use and Cognition at the Vrije Universiteit/VU in Amsterdam, Netherlands, where he has worked since 2006. He also has held a part-time appointment as Professor at Moscow State Linguistic University in Russia since 2013 where he founded the Multimodal Communication and Cognition Lab "PoliMod". Previously he worked at Emory University, Atlanta, USA in the Graduate Institute of the Liberal Arts, the Program in Linguistics (which he co-founded), and the Dept. of Russian and East Asian Languages and Cultures. He is a co-editor of *Metaphor and Gesture* (Benjamins, 2008) and of the two-volume handbook *Body–Language–Communication* (De Gruyter, 2013, 2014).

M E T A P H O R	THE METAPHOR COLUMN

M, of course, is for **metaphor**. Do you have any favourite metaphor(s)? What are they and what makes it (them) your favourite?
"Metaphor is like analogy", the title of a paper by Dedre Gentner and colleagues. It's not a metaphor, but I like it.

E is for **excellence**. In your view, what are the characteristics of excellent metaphor research?
Research with a solid theoretical background, that is well-designed, has sound methodology, and that can, in turn, further advance our theorising about what metaphor is and what it does.

T is for **theoretical challenge.** Theorising about metaphor is a routinely slippery and controversial process. In your view, what are some possible approaches to future theory-building in metaphor research?
I think the work looking at metaphor in terms of complex dynamic systems is promising for gaining insights into metaphor use over time in dynamic modes of communication (like talk or films) as well as in static media (written text and images); after all, the latter are also scanned visually and processed cognitively along a temporal dimension.

A is for **advice**. What advice could you offer less experienced researchers (e.g. students) as they embark on their metaphor research journey into the unknown?
Realize that metaphor scholars may come with different kinds of background knowledge, so don't assume that the terms you use are transparent to everyone. In addition, don't hesitate to ask others what they mean by term X or Y, since sometimes individuals have their own interpretations of even established terms (the question of what constitutes a "conceptual metaphor" is a prime example).

P is for **projects.** Could you tell us something about projects that you are currently working on and what you hope to be doing over the next few years?
I am the PI on a three-year project with an international team, funded by the Russian Science Foundation, on verbal and co-verbal means of expressing event construal in Russian, German, and French. What it boils down to is looking at how speakers of these languages use grammatical categories like verbal tense and aspect to talk about different types of events and at the degree to which this relates to their use of gesture with speech: do grammatical and lexical aspect (Aktionsart) have gestural manifestations? In a sense, the project concerns grammatical metaphor: we are examining how abstract qualities of events (subjective framing of their temporal contour) appear in the movement qualities of gestures.
I will spend most of 2016 as an invited Fellow at the Cinepoetics Center for Advanced Film Studies at the Freie Universität Berlin to contribute to a project on dynamic multimodal metaphor.
I am also working on a book about modeling language in terms of a prototype category – viewing language as having a center-periphery structure, which helps account for its overlap with other semiotic systems, rather than seeing it as a category with a clear boundary between what is linguistic versus what is paralinguistic.

9

(continued)

H is for **highlights.** What have some of the highlights of your career and work been thus far?

One was working in the Institute of the Liberal Arts for several years at Emory University. Founded in 1952, it was one of the first interdisciplinary PhD programs in the US. With colleagues spanning the humanities, social sciences, and natural sciences, it was one of the most intellectually exciting environments I have ever worked in, since disciplinary assumptions and categories were frequently questioned and reflected upon. An unfortunate side effect of all this questioning, though, was that it was difficult for PhD students in the department to complete their degrees in a timely fashion!

Another is the alternation I now have between my position at the VU in Amsterdam and my "secondment" at Moscow State Linguistic University, where I spend two months twice a year. My BA was in Russian Studies and my PhD was in Slavic linguistics; after having been away from things Russian for over ten years, this opportunity brings my work full circle, connecting my current research on multimodal communication to my expertise in Russian language and culture.

O is for **other.** Do you have any academic interests other than metaphor? What are your interests outside of academia?

My academic work encompasses cognitive linguistics, with a focus on semantics and theories of grammar, comparative/contrastive linguistics, and gesture studies and multimodal communication. My initial major as a BA student was in biology, focusing on botany – an interest instilled in me by my grandmother. The interest has stayed with me ever since, and if I have any regret as an itinerant urban academic, it's that I haven't been able to maintain a garden anywhere!

R is for **RaAM.** And finally, could you tell us about your involvement with RaAM over the years and what this has meant to you?

The year RaAM was constituted as an association, I was co-opted to be a member of the executive committee for two years. After that I was elected to be regular member for another two years. During that time I saw the significant amount of work and care that Lynne Cameron and Graham Low, as Chair and Secretary, respectively, put into establishing the administrative structure for the association. I learned a lot from that that helped me in my work as Chair of RaAM over the next four years. A side benefit of those early years was that I learned a lot about British academic culture, as I was one of the few non-Brits on the EC.

Otherwise, I've always enjoyed the degree to which junior and senior scholars can discuss ideas at RaAM conferences, as they have a culture which is different from that of some other societies' meetings. I hope that that can be maintained as the association develops and becomes even more international in the years to come.

New articles & book chapters

Demmen, J., Semino, E., Demjén, Z., Koller, V., Hardie, H., Rayson, P., and Payne, S. (2015). A computer-assisted study of the use of Violence metaphors for cancer and end of life by patients, family carers and health professionals. *International Journal of Corpus Linguistics*, 20(2): 205-231.

Šeškauskienė, Inesa, and Oksana Valentjeva (2015). Poetic journeys and other metaphors underlying literary criticism of poetry in English and Russian. *Revista Brasileira de Linguística Aplicada* 15 (2): 421–452.

Burgers, C., Beukeboom, C., Kelder, M., and Peeters, M. (2015). How sports fans forge intergroup competition through language: The case of verbal irony. *Human Communication Research*.

Reijnierse, W.G., Burgers, C., Krennmayr, T., and Steen, G.J. (2015). How viruses and beasts affect our opinions (or not). The role of extendedness in metaphorical framing. *Metaphor and the Social World 5* (2): 245–263.

Upcoming events

5th Conference on Metaphor and Thought

7 - 9 October, 2015

Federal University of Minas Gerais, Brazil

Keynote speakers:

Cornelia Mueller (Europa Viadrina Universität)

Gerard Steen (University of Amsterdam)

Jeannette Littlemore (University of Birmingham)

Details

First International Congress of Critical Applied Linguistics (ICCAL)

19 - 21 October, 2015
Universidade de Brasília, Brazil

Invited speakers:

Alastair Pennycook (University of Technology, Sydney)
Bill Cope and Mary Kalantzis (University of Illinois)
Kanavillil Rajagopalan (UNICAMP)
Details

Symposium: Form and Poetry: an exploration of Russian Formalism - *ostranenie*, city poetics, poles of poetic art - metaphor, metonymy

23 October, 2015
School of Advanced Study, University of London, UK

Among the speakers:

Dr Charles Denroche, University of Westminster

'What Roman Jakobson told us about metonymy and metaphor in his 1956 essay (on aphasia) and what we can say about the interplay of these phenomena across genres now, nearly 60 years on'

Details

Report: RaAM-endorsed event

Metaphor Lab Amsterdam Summer School 2015

From Sunday evening 14 June until Friday evening 19 June, 31 PhD students and post doc researchers from all over the world attended the Metaphor Lab Amsterdam Summer School "Methods for Metaphor Identification and Analysis". It was an intense and inspiring week, working together on metaphors in both language and images. Participants used identification procedures and discussed the theory on metaphor, under the supervision of Gerard Steen, Susan Nacey and Marianna Bolognesi. They trained the participants in various methods of metaphor identification and analysis that they can now apply in their own work. Of course, there was also time for lunch, dinner, drinks and metaphors in social interaction! At the end of the week, it was hard to say goodbye. Fortunately, we are planning on getting back together next year, during the Metaphor Lab Amsterdam Summer School 2016!

Upcoming events

IV INTERNATIONAL CONFERENCE ON METAPHOR AND DISCOURSE

3 - 4 December, 2015
Universitat Jaume I, Castelló de la Plana, Spain

"New Cognitive Domains in the 21st Century"

Keynote speakers:

Zoltán Kövecses (Eötvös Loránd University, Hungary)

Elena Semino (Lancaster University, UK)

Gerard Steen (University of Amsterdam, Netherlands)

Details

Language in Focus 2016

10 - 12 March, 2016
Kaya Ramada Plaza, Istabul, Turkey

Plenary speakers:

Florence Myles (University of Essex)

Douglas Biber (Northern Arizona University)

Eydan Ersöz

Suzanne Flynn (MIT)

Details

Systematische Metaphernanalyse (in German)

8 - 9 April, 2016
Institut für Qualitative Forschung, Berlin, Germany

Einführung in die systematische Metaphernanalyse

Details

6th UK Cognitive Linguistics Conference

18 - 22 July, 2016
Bangor University, UK

Plenary speakers:

Penelope Brown (MPI Nijmegen, Netherlands)

Kenny Coventry (Univ. of East Anglia, UK)

Vyv EVans (Bangor University, UK)

Dirk Geeraerts (University of Leuven, Belgium)

Len Talmy (University at Buffalo, NY, USA)

Dedre Gentner (Northwestern University, IL, USA)

Details

Symposium: Narrative and metaphor in the law

30 January, 2016
Stanford Law School, USA

Details

7th Conference of the International Society for Gesture Studies (ISGS 2016)

18-22 July 2016
Sorbonne Nouvelle University, France
Conference theme: Gesture - Creativity - Multimodality

Plenary speakers:

Martha Alibali (University of Wisconsin, USA)
Alessandro Duranti (UCLA, USA)
Scott Liddell (Gallaudet University, USA)
Cornelia Müller (Viadrina Frankfurt/Oder, Germany)
Catherine Pélachaud (CNRS, Télécom - ParisTech)

Details

36th Annual Conference of the Poetics And Linguistics Association (PALA 2016)

25 - 30 July 2016
University of Cagliari, Italy

Conference theme: In/Authentic Styles: Language, Discourse, and Contexts

Plenary speakers:

Alwin Fill (University of Graz)
Luisanna Fodde (University of Cagliari)
Donald E. Hardy (University of Nevada, Reno, USA)
Giovanni Iamartino (University of Milan)
Sara Mills (Sheffield Hallam University)
Elena Semino (Lancaster University)

Details

6th international conference on Critical Approaches to Discourse Analysis Across Disciplines

5 - 7 September, 2016
Università degli studi di Catania, Italy

Keynote speakers:

Maria Carmela Agodi, Jannis Androutsopoulos

Norman Fairclough, Nelya Koteyko

Gerlinde Mautner, Alan Partington

Doctorate degrees

Conceptual Metaphors in English and Arabic: A Contrastive Study

Marwa Ibrahim Alamin, University of Khartoum, Sudan
Supervisor: Prof. Abdul Rahim Hamid Mugaddam
Co- supervisor: Dr. Mohammad SalahAddin

This thesis aims to contribute to the relatively modern science, cognitive linguistics (CL), by comparing Arabic to English in the field of conceptual metaphors of emotions. The study focuses on metaphors of happiness, anger and love as they are three of the basic human emotions.An implied objective of this cross-cultural study is to benefit the fields of translation and Teaching English as a Foreign Language (TEFL), because cognitive linguists believe that the metaphor is a characteristic of thought, not just words. If Arabic is similar to English in conceptual metaphors, then learners of English will find figurative language less complicated and translators can transfer meanings between the two languages better.

To arrive to the objectives set by the researcher, the study has adopted an analytical descriptive approach for data analysis. It investigates whether the conceptual metaphors of HAPPINESS, ANGER and LOVE in Arabic are expressed in a similar way to those in English. The study, hence, contributes to prove the hypothetical universality of conceptual metaphors by adding Arabic to the list of languages already investigated and found similar to English as a result of similar physically embodied experiences among human beings. The study depended on the 'Arabicorpus' as a tool for research on linguistic metaphors in Arabic. 'Arabicorpus' is chosen to be the main source of Arabic data, because it contains a large body of Arabic literature in different genres. English metaphors discussed are those used by CMT pioneers.

Comparison and data analysis prove that Arabic expresses the emotions of happiness, anger and love in similar ways to those of English, because of similar embodied experiences of human beings. However, there are significant differences that are culture-specific, resulting from the conditions that affect each culture separately. Therefore, one can say that conceptual metaphors are partly, but not totally universal.

Owing to the importance of metaphors and their pervasiveness in everyday language, the study suggests that researchers direct their attention to them, especially in relation to fields like translation and TEFL.

Looking for and making sense of 'special' words. Metaphor recognition and interpretation by schoolchildren

Dr. Patricia Pineda, VU University Amsterdam, the Netherlands
Supervisor: Dr. Gerard Steen

Patricia Pineda explored metaphor recognition and interpretation in written language by schoolchildren in 4th (average age 9 years and 3 months) and 6th grade (average age 11 years and 7 months) with low and high reading comprehension skills, from Cali, Colombia. Adopting Steen's three-dimensional model she looked at the linguistic dimension (nominal *A is B* versus verbal metaphors), the conceptual dimension (conventional versus nonconventional) and the communicative dimension (two classes of discourse, literature and science).

Patricia's novel research with Spanish speaking children, a less studied language, shows the relevance to study metaphor in the real-world contexts of children. Findings include much better interpretation than recognition of metaphor with reading comprehension and school-grade having a major independent effect. Her exploratory study seems to indicate that better recognized metaphors have some features that suggest deliberateness (signalled, strong contrast between domains and high imagery value).

She is currently living in Colombia and is keen to continue with further developing this area together with other interested researchers. (Contact: p.pinedaz@yahoo.com).

New projects

MEPAC: Metaphors in Palliative Cancer Care

Linnaeus University & Lund University, Sweden

Lancaster University, UK

Funding agency:	The Kamprad Family Foundation
Duration of project:	2015-2018
Researchers:	Charlotte Hommerberg, Anna W. Gustafsson, Eva Benzein, Anna Sandgren, Elena Semino and Veronika Koller
Website:	http://lnu.se/research-groups/metaphors-in-palliative-cancer-care-mepac?l=en

The project draws on a methodology that has previously been developed at Lancaster University, which we implement in the Swedish context using a new Swedish language material. By studying how different groups use metaphors both inside and outside the immediate Swedish care context, the aim is to support and improve Swedish health care professionals' capacity to use metaphor in ways that optimize good communication. An additional aim is to make contrastive comparisons with results from the UK-based MELC project.

EMMA: European Multimodal Metaphor in Advertising

University of Birmingham

Watch the EMMA video for more information!

Funding agency:	Marie Curie Intra-European fellowship for career development
Duration of project:	2015-2017
Researchers:	Dr. Paula Pérez-Sobrino

EMMA (European Multimodal Metaphor in Advertising) aims to redress the combination of metaphor and metonymy in multimodal settings (such as advertising) by testing figurative complexity and emotions, the impact of these on comprehension, accuracy of interpretation and advertising effectiveness. This project involves an interdisciplinary study that combines cognitive and physiological psychology with linguistic and marketing interpretations. A mixed-methods approach of lab experiments and qualitative inquiry will assess the speed and depth of comprehension, the perceived appeal, and the physiological effect of static and video advertisements on participants from three linguistic and cultural backgrounds (English, Spanish, and Chinese). If advertisers, charities and NGOs target, and are sensitive to, linguistic and cultural differences in metaphors, local and international communities can benefit from specific, appropriate and ethical advertising.

Project update

Translating Science for Young People

Funding Agency: Arts & Humanities Research Council (AHRC)[1] .

Duration of project: 2014 – 2016

Project team: Alice Deignan[1], Elena Semino[2], Shirley Paul[1] and Indira Banner[1] ([1]University of Leeds, UK; [2]Lancaster University, UK).

Website: http://translatingscience.leeds.ac.uk/

The aim of the Translating Science for Young People project is to identify how scientific knowledge relating to the topic of climate change is translated (or possibly mistranslated), across genres, and in texts accessed by young people aged 11-16 in the UK.

We are currently compiling three large language data-sets which will culminate in a 1 million word corpus comprised of 1. Academic and policy texts, 2. Educational materials, and 3. Interviews with young people, all relating to the topic of climate change. A detailed linguistic analysis of the data will be undertaken which will involve analysing the ways in which metaphorical and metonymical frames are used to communicate information. Associated linguistic features of the texts, such as collocational patterns, modality, function and use of technical language, will also be analysed.

Preliminary analysis of the data (presented at RaAM 2015) suggests that there are differences in how the same metaphor (e.g. 'greenhouse') is used by academics (experts) vs. secondary school students to talk about climate change. With regard to the former, in almost every case, 'greenhouse' seems to have purely technical meaning (e.g. "greenhouse gas concentrations"), with no evidence of an active link to the original source domain of the metaphor. In the student interviews however, many citations suggest reference to the grounds for the metaphor (e.g. "There's a massive *greenhouse* and the world's inside and it just keeps getting hotter"). We have also found evidence in the student interview data of metaphors being developed in the discourse and then rapidly adopted by fellow students, resulting in understandings that contrast with those of experts:

'The band metaphor'

Student 1: "Like, there's like a *rubber band* around the earth and then we're in the middle of it. And then there's this like thing called CO2 and it comes out of cars and stuff. It's like pollution from factories and stuff like the smoke that you see and stuff that's CO2. And then, it like goes up, yeah".

Student 2: "It goes up into the air and bounces off the *rubber band* and warms up the world and there'll be different effects from that".

Student 1: "Yeah and we're using more CO2, so the *band* gets tighter and tighter like, when you put a *rubber band* around your finger or something, it gets tighter and tighter".
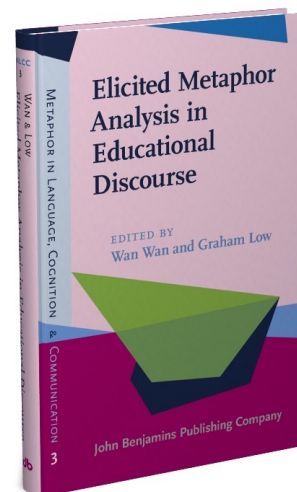
Since RaAM 2015, we have been busy compiling the corpus and building the project website. In-depth data-analysis is due to begin in October 2015 and the project findings will be published in 2016.
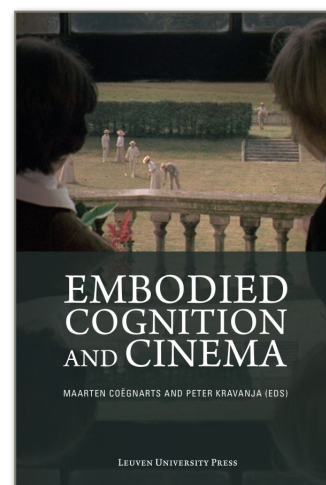
By Shirley Paul, 17th September 2015

New books

The third volume of the book series 'Metaphor in Language, Cognition and Communication' is out! The book is entitled 'Elicited Metaphor Analysis in Educational Discourse' and is edited by Wan Wan and Graham Low (National Hua qiao University / University of York).

The ability to recognise, discuss and evaluate one's educational beliefs and working practices in metaphoric terms has for several years been seen as a highly valuable tool for increasing self-awareness, facilitating learning (or teaching), and/or predicting behaviour. This is the first edited book solely devoted to the topic of researching elicited metaphor in education, and brings together key researchers from China, Poland, Puerto Rico, South America, UK and USA. The 12 chapters involve overviews and state-of-the-art articles, articles focussing on methodology and validation, as well as reflections on the effectiveness of techniques and research reports of recent empirical studies. The bulk of the articles relate to literacy (L1 and L2) and teacher education, but science education is also addressed. The book offers useful models for academics, professionals and PhD students in these areas, and provides solutions for improving the validity of elicited metaphor techniques in educational research.

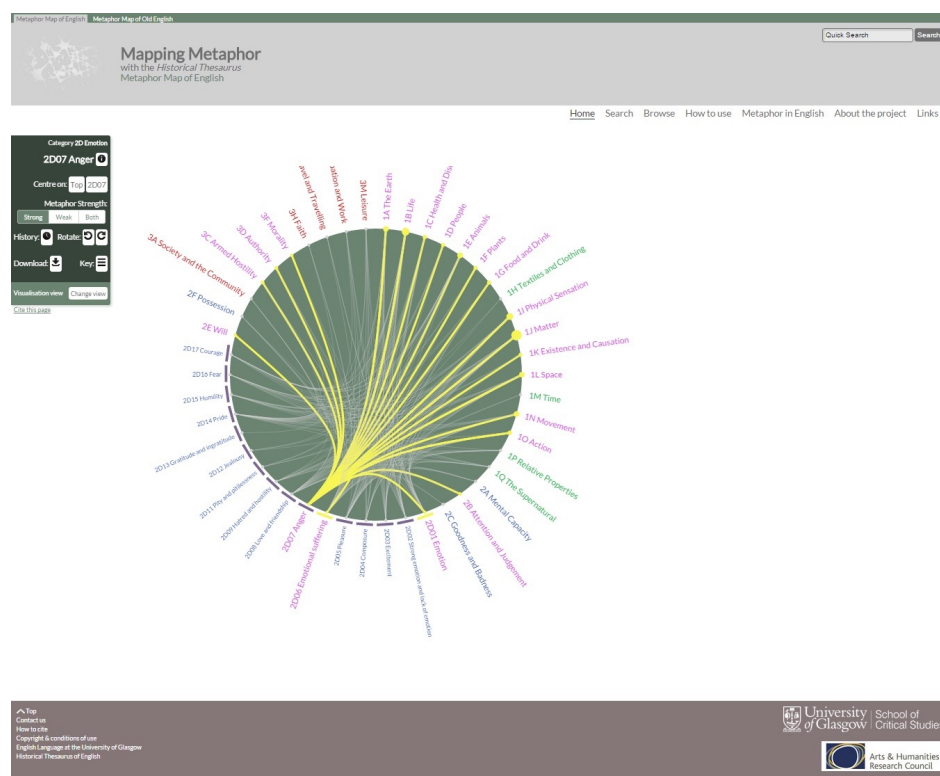Embodied Cognition and Cinema, edited by Maarten Coëgnarts and Peter Kravanja

"The impact of the embodied cognition thesis on the scientific study of film The embodied cognition thesis claims that cognitive functions cannot be understood without making reference to the interactions between the brain, the body, and the environment. The meaning of abstract concepts is grounded in concrete experiences. This book is the first edited volume to explore the impact of the embodied cognition thesis on the scientific study of film. A team of scholars analyse the main aspects of film (narrative, style, music, sound, time, the viewer, emotion, perception, ethics, the frame, etc.) from an embodied perspective. By combining insights from various disciplines such as cognitive film theory, conceptual metaphor theory, and cognitive neuroscience, they show how the process of meaning-making in film is embodied and how empathy and embodied simulation play a role in understanding the way in which the viewer interacts with the film."

Diccionario Bilingue de Metaforas y Metonimias Científico-Tecnicas, by Georgina Cuadrado Esclapez, Irina Argüelles Álvarez, Maria Pilar Duran Escribano, Maria José Gomez Ortiz, Silvia Molina Plaza, Joana Pierce McMahon, Maria-Mar Robisco-Martín, Ana Roldán-Riejos, Paloma Úbeda-Mansilla.

"The dictionary presents the extensive range of metaphoric and metonymic terms and expressions that are commonly used within the fields of science, engineering, architecture and sport science."

Online resource: Metaphor Map of English

The Metaphor Map of English is an online resource which shows where metaphorical transfer has occurred between semantic areas over time. This freely-available tool covers over 1000 years of English, from Old English to the present day, and for the first time in any language shows a systematic and a relatively comprehensive picture of metaphor from a diachronic perspective. The source data is from the Historical Thesaurus of English, published in 2009 as the *Historical Thesaurus of the Oxford English Dictionary*. The AHRC-funded Mapping Metaphor project from which the Metaphor Map originates was created by a team headed by Dr Wendy Anderson in English Language at the University of Glasgow.

[Metaphor Map of English website](#)

[Guardian Online article on the Metaphor Map](#)