

1 – 4 July, 2016
Berlin, Germany

Metaphor in the Arts, in Media and Communication

11TH CONFERENCE OF THE ASSOCIATION FOR RESEARCHING AND APPLYING METAPHOR

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Session Overview

Date: Friday, 01/Jul/2016

12:30pm - 2:30pm	Registration Location: Foyer Registration and Info Desk will be open throughout the conference.				
2:30pm - 3:00pm	Welcome Location: Lecture Hall Hs 1b				
3:00pm - 4:00pm	Irene Mittelberg (RWTH Aachen University, Germany): Embodied frames — framing bodies: On the pragmatics of action-based metonymy (and metaphor) across media Location: Lecture Hall Hs 1b Chair: Cornelia Müller , Europa-Universität Viadrina Frankfurt (Oder)				
4:00pm - 4:30pm	Coffee Break Location: Foyer				
4:30pm - 6:30pm	<p>1.1-S1: Metaphor and audiovisual genre Location: Room A (L113) Chair: Kerstin D. Stutterheim, Bournemouth University</p> <p>Metaphors and History in Slovak Documentary Maria Ridzonova Ferencuhova Academy of Performing Arts in Bratislava, Film and Television Faculty, Slovak Republic</p> <p>Landscape Metonymies, Self-conscious Metalepses, and Embodied Metaphors of Slovak Social Film Dramas Katarina Misikova Film and Television Faculty, Academy of Performing Arts, Slovak Republic</p> <p>De-Metaphorization and the Metaphor-Simulation Dilemma – Shedding light on the metaphor discourse in computer game studies Sebastian Möring Universität Potsdam, Germany</p> <p>Metaphoricity: a genre-constrained concept Dalby Dienstbach Fluminense Federal University (Rio de Janeiro), Brazil</p>	<p>1.1-S2: Metaphor and gesture Location: Room B (L115) Chair: Franziska Boll, Europa-Universität Viadrina Frankfurt/Oder</p> <p>MIG-G: Towards a set of Metaphor Identification Guidelines for gesture analysis Alan Cienki Vrije Universiteit Amsterdam, Moscow State Linguistic U.</p> <p>The role of gesture strokes in the emergence of multimodal metaphors: an analysis of political-religious discourses Maira Avelar Universidade Estadual do Sudoeste da Bahia, Brazil</p> <p>Multimodal metaphor in stand-up comedy: discourse, gesture and movement in American English and in Spanish Laura Hidalgo-Downing¹, Lucia Aranda² 1: 1 Universidad Autonoma de Madrid, Spain; 2: 2 University of Hawai'i at Manoa</p> <p>Action, metaphor and gesture: A comparison between referential gestures depicting concrete or abstract actions Yao Tong¹, Alan Cienki^{1,2} 1: Vrije Universiteit Amsterdam, Netherlands, The; 2: Moscow State Linguistic University (Russia)</p>	<p>1.1-S3: Metaphor & metonymy in comics and cartoons (Themed Panel) Location: Room C (L116)</p> <p>Metaphor & metonymy in comics and cartoons Chair(s): Elisabeth (Lisa) El Refaie (Cardiff University, UK), Charles Forceville (University of Amsterdam, NL)</p> <p><i>Presentations of the Themed Panel</i></p> <p>Sustained multimodal metaphor in the manga _Afghanis-tan_ Charles Forceville, Vanessa Cornevin University of Amsterdam, NL</p> <p>The spatial construal of time in the comics medium Elisabeth (Lisa) El Refaie Cardiff University, UK</p> <p>Transmedial Transfer of Metaphor and Metonymy: _Persepolis_ and _Chicken with Plums_ Dušan Stamenković, Miloš Tasić, Kelsey Montzka-Böttiger University of Niš, Serbia</p> <p>The evolution of metaphors in editorial cartoons Martí Domínguez University of Valencia, Spain</p>	<p>1.1-S4: Metaphor and time Location: Room D (KL 29/139) Chair: Valentina Cuccio, University of Palermo</p> <p>Drawing tasks reveal different aspects of temporal metaphors Yoshihiro Matsunaka¹, Kazuko Shinohara² 1: Tokyo Polytechnic University, Japan; 2: Tokyo University of Agriculture and Technology</p> <p>“Novel metaphors, old affective triggers: A study on the conceptualization of compressed time” Anna Piata University of Geneva, Switzerland</p> <p>Conceptual metaphors of TIME and SPACE in Eastern and Western animation films Layla Ferrández Melero Universidad Autónoma de Madrid, Spain</p> <p>Metaphors in the eyes. Cognitive processing of metaphors and creativity - an eye tracking study Małgorzata Piotrowska-Pórolnik, Małgorzata Osowiecka, Izabella Krejtz University of Social Sciences and Humanities, Poland</p>	<p>1.1-S5: Metaphor across disciplines Location: Room F (KL 29/239) Chair: Zsófia Demjen, The Open University</p> <p>Permeable Boundaries: Metaphors of Body and Land in Willa Cather's _O Pioneers!_ Anita Wohlmann Johannes Gutenberg-Universität Mainz, Germany</p> <p>Holes as Metaphors of Intermediate Imagery Katrin Weleda Universität Siegen, Germany</p> <p>Clash of metaphors, or how a genetic patent became the theft of the soul Ivo Silvestro Università degli Studi di Milano, Italy</p> <p>Frenzy on Board Defne Tüzün Kadir Has University, Turkey</p>
6:30pm	Opening Reception (sponsored by John Benjamins Publishing) Location: Foyer				

Date: Saturday, 02/Jul/2016

8:55am - 9:00am	Organisational Announcements Location: Lecture Hall Hs 1a					
9:00am - 10:00am	Petra Gehring (Technische Universität Darmstadt, Germany): Taking Metaphor's Contextuality Seriously Location: Lecture Hall Hs 1a Chair: Sarah Greifenstein , Europa-Universität Viadrina, Frankfurt (Oder)					
10:00am - 10:30am	Coffee Break Location: Foyer			Opening of Lynne Cameron's Art Exhibition: Landscapes of Possibility Location: Exhibition Room (KL 29/208) Chair: Lynne Cameron , Cinepoetics /The Open University, UK The exhibition will be open on Saturday and Sunday 10am - 5pm in the Exhibition Room (KL 29/208).		
10:30am - 12:30pm	<p>2.1-S1: Presentations for the PhD-Prize Location: Room A (L113) Chair: Regina Brückner, Freie Universität Berlin</p> <p>Communicating the senses of creative pictorial metaphors through touch: An experimental study with EFL learners Rawan Saaty University of Birmingham, United Kingdom</p> <p>Pictorial and multimodal metaphors of DISTRUST in subverted BP logos from Greenpeace's 'Behind the logo' competition Matteo Fuoli Lund University, Sweden</p> <p>Visual metaphor in the art of H.R. Giger Iliana Škrđić Josip Juraj Strossmayer University of Osijek, Croatia</p> <p>Time Metaphors and Vivid Abstractions in Jim Jarmusch's Only Lovers Left Alive Francesco Sticchi Oxford Brookes University, United Kingdom</p>	<p>2.1-S2: Metaphors, illness and healthcare Location: Room B (L115) Chair: Aletta Gesina Dorst, Leiden University</p> <p>Metaphors for diabetes: A method of analysis and classification Maria Grazia Rossi¹, Fabrizio Macagno², Sarah Bigi¹ 1: Catholic University of the Sacred Heart, Italy; 2: Universidade Nova de Lisboa, Portugal</p> <p>A humorous army fighting cancer online: Lieutenants, Russian spies and rescue missions Zsofia Demjen The Open University, United Kingdom</p> <p>The role of visual metaphors in specialist consultations about chronic pain Elena Semino Lancaster University, United Kingdom</p> <p>Metaphor and internet-based mental healthcare in the Hong Kong context Dennis Tay, Jin Huang Hong Kong Polytechnic University, Hong Kong S.A.R. (China)</p>	<p>2.1-S3: Metaphor and the expression of emotion Location: Room C (L116) Chair: Kathrin Fahlenbrach, Universität Hamburg</p> <p>How Metaphors Work: The Role of Affect Tair Caspi Bar-Ilan University, Israel</p> <p>A study of metaphors in vehicle stickers in Iran: Conceptualization of heartfelt emotions Reza Moghaddam Kiya University of Tehran, Iran, Islamic Republic of</p> <p>Metaphorical Color Representations of Emotional Concepts in English, Chinese and Chinese-English Speakers: Evidence from Behavioral Data Natalie A Kacirik¹, Junqun Chen¹, Yingjun Chen², Nianyang Wu² 1: Brooklyn College and the Graduate Center, CUNY, United States of America; 2: Shanghai Normal University, China</p> <p>Metaphor and cultural conceptualisations of death: The case of Chinese eulogistic expressions Wei-lun Lu Masaryk University, Czech Republic</p>	<p>2.1-S4: Metaphor in politics and the media Location: Room D (KL 29/139) Chair: Hanno Berger, Freie Universität Berlin</p> <p>Do political metaphors really matter? Two experiments assessing the political impact of metaphors on citizens' opinions towards Belgian federalism Jérémy Dodeigne^{1,2}, Julien Perrez¹, Min Reuchamps² 1: University of Liege, Belgium; 2: University of Louvain, Belgium</p> <p>Multimodality and the construal of reality in political cartoons – the case of Serbia-EU relationship Nadežda Silaški¹, Tatjana Đurović² 1: University of Belgrade, Faculty of Economics, Serbia; 2: University of Belgrade, Faculty of Economics, Serbia</p> <p>How elites talk about their political career: Metaphors in spontaneous and informal political discourse Pauline Heyvaert¹, Jérémy Dodeigne², Julien Perrez¹, Min Reuchamps² 1: Université de Liège, Belgium; 2: Université Catholique de Louvain, Belgium</p> <p>Migration Narrative in the News Media and Political Communication: the gendered use of metaphor Liudmila Arcimavičienė Vilnius University, Lithuania</p>	<p>2.1-S5: Metaphor in art Location: Room E (KL 29/111) Chair: Katharina Störte, Filmuniversität Babelsberg</p> <p>A multimodal perspective on metaphors and metonymies in art. A case study of the artwork 'Agora' by Magdalena Abakanowicz Dorota Dąbrowska University of Warsaw, Poland</p> <p>Pictorial narrativity and non-verbal metaphor: The 'doubly-deictic gaze' in a Renaissance portrait M. Ángeles Martínez¹, Blanca Krajević Mujic² 1: Universidad Complutense de Madrid, Spain; 2: Universidad Rey Juan Carlos</p> <p>Dilthey's Dream: Metaphor and Psycho-Philosophical Reflection through the Work of Art M. Melinda Pinfold University of Alberta (Contract Academic Staff), Canada</p> <p>Conceptual metaphor in contemporary Chilean art: an analysis of the "poetics of dissent" Maira Mora Université Paris 1 Panthéon-Sorbonne, France</p>	<p>2.1-S6: Metaphor and corpus research Location: Room F (KL 29/239) Chair: Gill Philip, University of Macerata, Italy</p> <p>Metaphors of Pain in Healthcare Communication, a corpus-based analysis of conversations at Emergency Departments Xunfeng Xu The Hong Kong Polytechnic University, Hong Kong S.A.R. (China)</p> <p>Crazy creative co-created metaphors: a corpus analysis Romy van den Heerik¹, Christian Burgers², Charlotte van Hooijdonk², Gerard Steen¹, Lisa Sparks³ 1: University of Amsterdam, Netherlands, The; 2: Vrije Universiteit Amsterdam, Netherlands, The; 3: Chapman University, United States</p> <p>All-Consuming Passions: Fire Metaphors in Fiction Jonathan Charteris-Black University of West of England, United Kingdom</p> <p>Metaphor, part-of speech and register variation: Methodological challenges and corpus research Tina Krennmayr VU Amsterdam, Netherlands, The</p>
12:30pm - 1:30pm	Lunch Break Location: Ristorante Galileo					
1:30pm - 2:00pm	Lunch Break Location: Ristorante Galileo			Artist Talk Location: Exhibition Room (KL 29/208) Chair: Lynne Cameron , Cinepoetics /The Open University, UK The exhibition will be open on Saturday and Sunday 10am - 5pm in the Exhibition Room (KL 29/208).		
2:00pm - 3:30pm	<p>2.2-S1: Metaphor in music Location: Room A (L113) Chair: Jan-Hendrik Bakels, Freie Universität Berlin</p> <p>Spatial Metaphors Underlie Gesture in Musical Conducting Amanda L. Masterson, Bodo Winter, Teenie Matlock University of California, Merced, United States of America</p> <p>Metaphorical thought reflected in the musical composition of the opera Dead Man</p>	<p>2.2-S2: Metaphor and business Location: Room B (L115) Chair: M. Melinda Pinfold, University of Alberta (Contract Academic Staff)</p> <p>Metaphors and economy: An analysis of the communicative power of visual metaphors in economic news. María Muelas Gil Universidad Autónoma de Madrid, Spain</p> <p>Multimodal Figuration of Product Stories:</p>	<p>2.2-S3: Metaphor in development and training Location: Room C (L116) Chair: Josie O'Donoghue, University of Cambridge</p> <p>Figurative language comprehension by hearing impaired children Maity Siqueira¹, Daniela Fernandes Marques^{1,2} 1: Federal University of Rio Grande do Sul (UFRGS), Brazil; 2: Hospital de Clínicas de Porto Alegre (HCPA), Brazil</p> <p>Literary metaphor as a</p>	<p>2.2-S4: Metaphor across disciplines II Location: Room D (KL 29/139) Chair: Allison Leigh Creed, University of Southern Queensland</p> <p>Frame Semantics and Metaphor Clusters in the Political Discourse of Daily Newspapers: Evaluating EFL Students' L2 Comprehension Strategies via Translation Protocols Vladimir Figar Faculty of Philosophy, University of Nis, Serbia</p>	<p>2.2-S5: Metaphor and persuasion Location: Room E (KL 29/111) Chair: Beate Hampe, University of Erfurt</p> <p>Metaphors we 'should' live by? – Audiovisual metaphors in social advertisement Thomas Scherer Freie Universität Berlin, Germany</p> <p>Multimodal Metaphors in Social Outdoor Advertisements: A Case Study of a Lithuanian City</p>	<p>2.2-S6: Metaphor and politics I Location: Room F (KL 29/239) Chair: Maira Avelar, Universidade Estadual do Sudoeste da Bahia</p> <p>Visual Metaphors and the Construction of Political Identities: An Analysis of the 2012 Hong Kong Legislative Council Election Foong-ha Yap¹, Steven, Ming-chiu Wong¹, Brian, Lap-ming Wai¹, Ariel, Shuk-ling Chan² 1: Hong Kong Polytechnic University, Hong Kong S.A.R. (China); 2: McGill</p>

	<p>Walking Stamatia Gerothanasi Aristotle University of Thessaloniki, Greece</p> <p>Memory Games Dimitris George Tasoudis Department of Music Science and Art, University of Macedonia, Thessaloniki, Greece</p>	<p>Metaphor, Experience Crossing and Creating Empathy Ming-Yu Tseng National Sun Yat-sen University, Taiwan, Republic of China</p> <p>Metaphors and top-management strategizing: a practice approach Astrid Jensen Schleiter, Anders Klitmøller University of Southern Denmark, Denmark</p>	<p>way of influencing child development Dorota Bełtkiewicz Pedagogical University of Cracow, Poland</p> <p>Metaphor in the actor's vocal training Ana Wegner Université Paris 8, USP - Universidade de Sao Paulo</p>	<p>Image schemas as a skeleton of concept invention and metaphor Maria Magdalena Hedblom Free University of Bozen-Bolzano, Italy</p>	<p>Dovile Vengaliene VU KHF, Lithuania</p> <p>Metaphoricity as a function of co-operative action: The constraints and distribution of metaphorical potential in arguing Thomas Wiben Jensen University of Southern Denmark, Denmark</p>	<p>University, Quebec. (Canada)</p> <p>"Japan" as a metaphor in political cartoons in Taiwan under Japanese rule. Hayato Saito^{1,2} 1: Kyoto University, Japan; 2: National Taiwan University, Taiwan</p> <p>Metaphor use in legitimizing political discourse in Taiwan Cheng-wen Lin Chia Nan University of Pharmacy and Science, Taiwan, Republic of China</p>
3:30pm - 4:00pm	Coffee Break Location: Foyer					
4:00pm - 5:00pm	<p>2.3-S1: Metaphor and ideology Location: Room A (L113) Chair: Charles Denroche, University of Westminster</p> <p>Embodied cognition and ideology in 'black metaphors': the BAD IS DARK metaphor in biblical texts Solange Coelho Vereza, Raquel Puente Universidade Federal Fluminense, Brazil</p> <p>Irony through metaphor in online comments, or Lithuania between (grim) Soviet past and (bright) European future Inesa Šeškauskienė Vilnius University, Lithuania</p>	<p>2.3-S2: Metaphor and space I Location: Room B (L115) Chair: Susan Mary Ryland, Imperial College, London</p> <p>Understanding Architectural Values as Human Relationships through Metaphor Philip David Plowright Lawrence Technological University, United States of America</p> <p>The Metaphor of Space and Narrative in Curating Yueh Ju Hsu Taipei National University of the Arts, Taiwan, Republic of China</p>	<p>2.3-S3: Metaphor and religion Location: Room C (L116) Chair: Jonathan Charteris-Black, University of West of England</p> <p>Not a Holy Father: Responses of Dutch Muslim Teenagers to Christian Metaphors Lettie Dorst, Marry-Loise Klop Leiden University, The Netherlands</p> <p>'When Noah built the ark...': metaphor and Biblical stories in Facebook preaching Stephen Pihlaja Newman University, United Kingdom</p>	<p>2.3-S4: Metaphors and the ancient world Location: Room D (KL 29/139) Chair: Eve E. Sweetser, University of California, Berkeley</p> <p>Multidimensional metaphors in Ancient Egyptian? Camilla Di Biase-Dyson¹, Gaelle Chantrain² 1: Georg-August-Universität Göttingen, Germany; 2: Université catholique de Louvain</p> <p>Ancient Greek and Latin body parts in comparison: convergences and divergences Johanna Fabricius, Thanasis Georgakopoulos Freie Universität Berlin, Germany</p>	<p>2.3-S5: Metaphor and scientific thinking Location: Room E (KL 29/111) Chair: Gerard Steen, University of Amsterdam</p> <p>Digging into "Life as Information" Metaphors Luciana Pissolato Pontificia Universidad Católica de Chile, Chile</p> <p>Communicating science to a multilingual public: How communicative purpose is conveyed in metaphorical expressions in both original and translated popular science discourse Mark Shuttleworth UCL, United Kingdom</p>	<p>2.3-S6: Appreciating metaphors Location: Room F (KL 29/239) Chair: Hannes Wesselkämper, Cinepoetics - Center for Advanced Film Studies</p> <p>Metaphor in wine appreciation and acculturation: A sensory and affective conduit Allison Leigh Creed University of Southern Queensland, Australia</p> <p>Minds as Containers? - Demonstrating a New Minimal-Analogy Approach to Extended Metaphor Eugen Fischer University of East Anglia, United Kingdom</p>
5:00pm - 5:15pm	Short Break Location: Foyer					
5:15pm - 7:15pm	Film Screening Location: Lecture Hall Hs 1a Chair: Michael Wedel , Filmuniversität Babelsberg Konrad Wolf					
7:30pm	Conference Dinner Location: Alter Krug (Königin-Luise-Str. 52 / U Dahlem-Dorf)					

Date: Sunday, 03/Jul/2016

8:55am - 9:00am	Organisational Announcements Location: Lecture Hall Hs 1a						
9:00am - 10:00am	Jennifer M. Barker (Georgia State University, USA): Sparks fly: affective movement, materiality, mediated gesture, and mise-en-scène Location: Lecture Hall Hs 1a Chair: Christina Schmitt , Freie Universität Berlin						
10:00am - 10:30am	Coffee Break Location: Foyer						
10:30am - 12:30pm	<p>3.1-S1: Audiovisual metaphors Location: Room A (L113) Chair: Dorothea Horst, Europa-Universität Viadrina Frankfurt/Oder</p> <p>Audiovisual Metaphors across Film, Television, and Video Games: A Comparative Discussion of Universals and Specificities Kathrin Fahlenbrach Universität Hamburg, Germany</p> <p>Audiovisual Time Transitions. Multimodal Metaphors of Movement through Time in Time Travel Movies Sandra Ludwig University of Hamburg, Germany</p> <p>Reading and understanding Kubrickian film: recalling the original understanding of metaphors as ontological basis for embodiment and conceptual metaphors Steffi Fabricius TU Dortmund, Germany</p> <p>Emerging Meaning and Metaphor in Cinema Eduardo Urios-Aparisi University of Connecticut, United States of America</p>	<p>3.1-S2: Metaphor and synaesthesia Location: Room B (L115) Chair: Irene Mittelberg, RWTH Aachen</p> <p>The structure of multimodality: A new look at the synesthetic metaphor hierarchy Bodo Winter University of California, Merced, United States of America</p> <p>„Synamet under construction“. Some problematic issues with annotation of synesthetic metaphors in Polish discourse Magdalena Anna Zawislawska University of Warsaw, Poland</p> <p>Synaesthesia and other figures: What the senses tell us about figurative language Francesca Strik Lievers University of Milano-Bicocca, Italy</p> <p>I Am All Ears: The Multimodal Metaphors of Visualized Sounds in Auditory-related Print Advertisements Iju Hsu, Wen-yu Chiang Graduate Institute of Linguistics, National Taiwan University, Taiwan</p>	<p>3.1-S3: Metaphor and Crisis Location: Room C (L116) Chair: Matthias Grotkopp, Freie Universität Berlin</p> <p>Multimodal Metaphor in Political Cartoons: The Migrant Crisis in Europe Juana I. Marin-Arrese Universidad Complutense de Madrid, Spain</p> <p>Metaphors and emotions: a corpus-based study on English, German and Italian newspaper articles describing the birth, evolution and current development of the global crisis Daniela Cesiri¹, Laura A. Colaci² 1: "Ca' Foscari" University of Venice, Italy; 2: University of Salento, Italy</p> <p>Metaphors for climate change in media texts for young people Alice Deignan¹, Shirley-Anne Paul¹, Elena Semino² 1: University of Leeds, United Kingdom; 2: Lancaster University, United Kingdom</p> <p>Metaphor in Representation of Economic and Political Crises: A Study in Multimodal Media Anita Naciscione Latvian Academy of Culture, Latvia</p>	<p>3.1-S4: Metaphor in media texts Location: Room D (KL 29/139) Chair: Malgorzata Fabiszak, Faculty of English, Adam Mickiewicz University in Poznań</p> <p>The Visual Representation of a Systematic Metaphor in a UK Media Text Charles Denroche University of Westminster, United Kingdom</p> <p>Metaphor as a Way of Communicating Attitudes Towards Euro in the Media: A Case Study of Euro Adoption Jurga Cibulskiene Lithuanian University of Educational Sciences, Lithuania</p> <p>The Role of Metaphor in Understanding Terrorism (Based on the analysis of the Croatian Web Corpus) Kristina Despot¹, Benedikt Perak² 1: Institute of Croatian Language and Linguistics, Croatia; 2: University of Rijeka</p>	<p>3.1-S5: Metaphoric narration through visual dramaturgy (Themed Panel) Location: Room E (KL 29/111)</p> <p>Panel: „metaphoric narration through visual dramaturgy“ Chair(s): Kerstin D. Stutterheim (Bournemouth University)</p> <p><i>Presentations of the Themed Panel</i></p> <p>The metaphor of metamorphosis. Visual dramaturgy in Velázquez The Spinners, or the Fable of Arachne Christine Lang Film University Babelsberg KONRAD WOLF</p> <p>THE SHINING – a movie as a metaphor Kerstin D. Stutterheim Bournemouth University</p> <p>Walking inside out/outside in Metaphors as dramaturgical strategy driving interactive participatory performances Antje Budde University of Toronto</p>	<p>3.1-S6: Metaphor and visual communication Location: Room F (KL 29/239) Chair: Susan Nacey, Hedmark University College</p> <p>Emotion and Ambiguity in Visual and Verbal Metaphors in “I Will Hold You ‘Til You Sleep” Kathleen Ahrens Hong Kong Baptist University, Hong Kong S.A.R. (China)</p> <p>“The canary died,” so “kick it down the road”: Story metaphors in visual communication L. David Ritchie Portland State University, United States of America</p> <p>Subjective Perspectives as Creative Metaphors in the Animated Film Garmen Hannibal Independent Researcher, United Kingdom</p> <p>Multimodal Metaphors Based on Pictograms Larysa Leonidivna Makaruk Lesya Ukrainka Eastern European National University, Ukraine</p>	
12:30pm - 2:00pm	Lunch Break Location: Ristorante Galileo						
2:00pm - 3:30pm	Annual General Meeting of the RaAM Association Location: Lecture Hall Hs 1a						
3:30pm - 4:00pm	Coffee Break Location: Foyer			3.2-S7: Begin of the Poster Session Location: Foyer Chair: Regina Brückner , Freie Universität Berlin			
4:00pm - 5:00pm	<p>3.2-S1: Drawing dialogues (Themed panel) Location: Room A (L113) Chair: Michael Ufer, Filmuniversität Babelsberg KONRAD WOLF</p> <p>Drawing Dialogues Chair(s): Susan Ryland (Imperial College, London)</p> <p><i>Presentations of the Themed Panel</i></p> <p>Material Matters Susan Mary Ryland Imperial College</p>	<p>3.2-S2: Metaphor and violence Location: Room B (L115) Chair: Solange Mekamgoum, University of Hamburg</p> <p>Metaphor in an online discussion forum for survivors of relationship abuse: You think your ex is a nurse shark, huh? Susan Nacey Hedmark University College, Norway</p> <p>Ruling the Family</p>	<p>3.2-S3: Metaphor across disciplines III Location: Room C (L116) Chair: Christian Burgers, Vrije Universiteit Amsterdam</p> <p>Mapping Worlds Onto the World of Football: The Architecture of Football-Blends in German Sports-Media - A Cognitive Semiotic Approach Bibiana Maria Fernandes de Sousa CLUNL (New University of Lisbon), Portugal</p>	<p>3.2-S4: Image schemas and visual media Location: Room D (KL 29/139) Chair: Charles Forceville, Universiteit van Amsterdam</p> <p>A multimodal portrait of WISDOM and STUPIDITY in cartoons. A case study of image-schematic metaphors Elzbieta Górska University of Warsaw, Poland</p>	<p>3.2-S5: Iconicity Location: Room E (KL 29/111) Chair: Graham David Low</p> <p>Iconic Metaphors and Metaphorical Icons in language and literature Shekoufeh Mohammadi Shirmahaleh Institute for Philological Investigation, UNAM, Mexico</p> <p>Metaphoric Potential of Linguistic Iconicity</p>	<p>3.2-S6 Location: Room F (KL 29/239)</p> <p>Poster Location: Foyer Chair: Regina Brückner, Freie Universität Berlin</p> <p>Metaphors in palliative cancer care: a Sweden-based three-year interdisciplinary research project Charlotte Hommerberg¹, Anna Wallberg Gustafsson² 1: Linnaeus University, Sweden; 2: Lund University, Sweden</p>	

	<p>Dialogic drawing Angela Rogers Open College of the Arts</p>	<p>with an Iron Fist: Metaphoric and Metonymic Representation of Domestic Violence in Lithuanian Public Discourse via Verbal and Visual Modes of Expression Justina Urbonaitė Vilnius University, Lithuania</p>	<p>Metaphor understanding and its relationship to some of the Cognitive and Socio-psychological characteristics Miroslava Vernarská Pavol Jozef Šafárik University in Košice, Slovak Republic</p>	<p>Image-Schematic Plotting Principles in Serial Television Drama Sebastian Armbrust University of Hamburg, Germany</p>	<p>Tatjana Smirnova Riga Technical University, Institute of Applied Linguistics, Latvia</p>	<p>The Conceptualization of Emotions Caused by Depression in Social Media Jekaterina Sumanova Lithuanian University of Educational Sciences, Lithuania</p> <p>Gendered Metaphors in Advertising Anna Szlavi Eotvos Lorand University, University of Pennsylvania</p> <p>Into the Mind of Benjy: A Cognitive Analysis of Faulkner's Sound and the Fury Derek Lee Fobaire University of Hamburg, Germany</p>
5:00pm - 5:15pm	<p>Short Break Location: Foyer</p>					
5:15pm - 7:15pm	<p>Cinepoetics - Center for Advanced Film Studies: Cinematic Metaphor - Experience and Temporality Location: Lecture Hall Hs 1a Chair: Cornelia Mueller, Europa-Universität Viadrina, Frankfurt (Oder)</p>					
7:15pm - 7:45pm	<p>Cinepoetics Reception Location: Foyer</p>					
8:00pm	<p>Party Location: Privatclub (Skalitzer Str. 85-86, U Schlesisches Tor)</p>					

Date: Monday, 04/Jul/2016

8:55am - 9:00am	Organisational Announcements Location: Lecture Hall Hs 1b				
9:00am - 10:00am	José Mario Gutierrez Marquez (Bauhaus-Universität Weimar, Germany): Collecting Metaphors Location: Lecture Hall Hs 1b Chair: Cornelia Mueller , Europa-Universität Viadrina, Frankfurt (Oder)				
10:00am - 10:30am	Coffee Break Location: Foyer				
10:30am - 12:30pm	<p>4.1-S1: Metaphor and the Stage Location: Room A (L113) Chair: Holger Hartung, Freie Universität Berlin</p> <p>Theatrical (Stage) Metaphor and Direction of Opera: Brno, Second Half of the 20th Century Sarka Havlickova Kysova Masaryk University, Faculty of Arts, Czech Republic</p> <p>Visualising the invisible: metaphor in the teaching of _bel canto_ at an Italian conservatoire Gill Philip University of Macerata, Italy</p> <p>Metaphors in the language of dance Julia Ostanina-Olszewska University of Warsaw, Poland</p> <p>The role of the lay figure in Diderot's "Paradoxe sur le comédien" Marie-Irène Igelmann Freie Universität Berlin, Germany</p>	<p>4.1-S2: Metaphor theory Location: Room B (L115) Chair: Paula Pérez-Sobrinno, University of Birmingham</p> <p>Embodiment and Discourse: Dimensions and dynamics of metaphor theory Beate Hampe University of Erfurt, Germany</p> <p>Haven't we always been ,cognitive'? Traditions of Metaphor Theory in Literary Studies and the cognitive turn. Luzia Goldmann a.r.t.e.s Graduate School of the Humanities, Germany</p> <p>Resistance to metaphor Gerard Steen University of Amsterdam, Netherlands, The</p> <p>Attention to Metaphor Valentina Cuccio University of Palermo, Italy</p>	<p>4.1-S3: Metaphor and space II Location: Room C (L116) Chair: Camilla Di Biase-Dyson, Georg-August-Universität Göttingen</p> <p>A reflection on the contemporary "Archipelago" Jonida Turani Independent researcher, Albania</p> <p>Metaphor, metonymy and image schemata in commemorative landscapes Malgorzata Fabiszak Faculty of English, Adam Mickiewicz University in Poznań, Poland</p> <p>Communicating space and spatial artefacts through motion metaphors Rosario Caballero Universidad de Castilla-La Mancha, Spain</p>	<p>4.1-S4: Metaphor and politics II Location: Room D (KL 29/139) Chair: Hayato Saito, Kyoto University</p> <p>Metaphor & Narrative in Strategic Communication Analysis: Obama's 'red line' in a 'sustainable' perspective Federica Ferrari¹, Ben O'Loughlin² 1: University of Bologna; 2: Royal Holloway, University of London, United Kingdom</p> <p>SG50: The Journey Metaphor in the 2015 Singapore Election Campaign Steven, Ming-chiu Wong, Dennis Tay, Foong-ha Yap Hong Kong Polytechnic University, Hong Kong S.A.R. (China)</p> <p>The Role of Metaphors in the Language of Diplomacy Nataliya Kashchshyn Ivan Franko National University of Lviv, Ukraine</p> <p>How to Identify Moral Language in Presidential Speeches: A comparison between two methods of corpus analysis Kiki Renardel de Lavalette, Christian Burgers Vrije Universiteit Amsterdam, Netherlands, The</p>	<p>4.1-S5: Metaphor and philosophy Location: Room F (KL 29/239) Chair: Anne Eusterschulte, Freie Universität Berlin</p> <p>From the Metaphorical Revival to the Pictorial Turn: A Copernican Revolution in the Philosophy of Language? Alberto Martinengo University of Milan, Italy</p> <p>Seeking the truth: Ricoeur's theory of metaphor and the case of "Homo homini lupus" Paolo Furia FINO - consorzio di Dottorato, Italy</p> <p>The Revolution of the Status of Metaphor in Nietzsche's Philosophy Andrew Scott Hines Queen Mary, University of London, United Kingdom</p> <p>The Economy of the Sun in Nietzsche's "Zarathustra" Nina Tolkdorf Johns Hopkins University, United States of America</p>
12:30pm - 2:00pm	Lunch Break Location: Ristorante Galileo				
2:00pm - 4:00pm	<p>4.2-S1: Visual poetics Location: Room A (L113) Chair: Hauke Lehmann, Freie Universität Berlin</p> <p>The Soul Is a Fluid: the Liquescence Metaphor in Symbolist Visual Poetics Anastasia Gennadyevna Kostetskaya University of Hawaii, Manoa, United States of America</p> <p>Ruptures in walls and language: performative figures between materiality and figurative sense Holger Hartung IRC "Interweaving Performance Cultures", Freie Universität Berlin, Germany</p> <p>Letters and Legs: The Body as Comic Object in Lubitsch's _The Shop Around the Corner_ Tyler Alexander Schroeder University of Chicago, United States of America</p>	<p>4.2-S2: Metaphor & Metonymy in Multimodal Branding and Advertising: Steps of Analysis (Themed Panel) Location: Room B (L115)</p> <p>Metaphor & Metonymy in Multimodal Branding and Advertising: Steps of Analysis Chair(s): Paula Pérez-Sobrinno (University of Birmingham), Jeannette Littlemore (University of Birmingham)</p> <p><i>Presentations of the Themed Panel</i></p> <p>VisMet 1.0: an online corpus of annotated visual metaphors Marianna Bolognesi, Gerard Steen University of Amsterdam</p> <p>Bridges and icebergs: A corpus-based approach to multimodal metaphor and metonymy Paula Pérez-Sobrinno University of Birmingham</p> <p>Visual metaphors in the wild: How visual metaphors in app icons boost app downloads Christian Burgers, Allison Eden Free University of Amsterdam</p> <p>The role of figurative complexity in advertising comprehension Jeannette Littlemore University of Birmingham</p>	<p>4.2-S3: Metaphor and the poet Location: Room C (L116) Chair: Andrew Scott Hines, Queen Mary, University of London</p> <p>Emily Dickinson's Epistolary Metaphors Josie O'Donoghue University of Cambridge, United Kingdom</p> <p>Chasing Red Herrings in Modernist American Poetry Ernesto Suarez-Toste UCLM, Spain</p> <p>Embodiment and abstraction in Celan's poetry Dorit Lemberger Bar-Ilan University, Israel</p>	<p>4.2-S4: Metaphor in communication: Training, teaching, practising Location: Room D (KL 29/139) Chair: Anna Piata, University of Geneva</p> <p>Metaphors as "false friends" in intercultural communication? Andreas Musoff University of East Anglia, United Kingdom</p> <p>The use of multimodal metaphors in communicating geometrical ideas Maciej Rosiński University of Warsaw, Poland</p> <p>The 'transformative' power of metaphor in Strategic Communication Settings: assessing its (unexplored) potential in 'talking cure' practices Federica Ferrari University of Bologna, Italy</p> <p>Grasping the Meaning: Student Proficiency through Conceptual Metaphor Teaching Katharina Peterke, Constanze Juchem-Grundmann University of Koblenz-Landau, Germany</p>	<p>4.2-S5 Location: Room F (KL 29/239)</p>

4:00pm
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4:30pm

Final Address and Awards
Location: [Lecture Hall Hs 1a](#)