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RaAM

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

Message from the chair

Andreas Musolff

LOVE IS BLACK MAGIC: according to Marwa Ibrahim Alamin, this is a powerful conceptual metaphor in Arabic poetry (see page 20). Given the huge creativity in conferences, workshops, festivals and projects on figurative communication described in this newsletter we may well say:

RaAM IS WHITE MAGIC, connecting as it does, Arts, Film, Mass Media, Politics, Health Care, Education, Neuroscience and Applied Multimodal Communication Studies.

Your new RaAM Executive Committee (see EC elections, page 9) is doing everything to keep the momentum going!

Highlights

[RaAM Prizes, p.4](#)

Read more about RaAM prize winners Weiwei Zhang, Matteo Fuoli, Anna Gustafsson and Charlotte Hommerberg.

[RaAM Seminar, p.7](#)

The upcoming RaAM seminar will be held from 18 - 19 May 2017 at the University of Southern Denmark, Odense. The call for papers is out!

[EC Elections, p.9](#)

Seven posts were up for election this year. Allison Creed joins the EC as an ordinary member.

[The Metaphor Column, p.20](#)

Marwa Ibrahim Alamin interviews Zouhair Maalej and is interviewed herself in turn by Postgraduate Liaison David O'Reilly.

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

Looking back at RaAM 11

Twenty years ago, in 1996, the first conference of Researching and Applying Metaphor took place in York. Since then, the biannual meetings in Great Britain, Denmark, the Netherlands, Tunisia, France, Spain and Italy have formed a global research network and the central place for a vivid, ongoing and expanding exchange of ideas on metaphor “in the real world” – resulting in the foundation of the RaAM as an association in 2006.

Cinepoetics – Center for Advanced Film Studies, Freie Universität Berlin, was very glad and honored to bring the 11th RaAM conference to Germany for the first time – with the main conference taking place in Berlin and the pre-conference workshop at the European University Viadrina Frankfurt Oder.



With the 2016 theme “Metaphor in the Arts, in Media and Communication” the aim was to put 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.

After a double blind reviewing process, 174 out of 295 submissions were accepted in single presentation (164), themed panel (4) or poster format (4). Many colleagues joined the scientific committee, managing the huge number of abstracts that were submitted. The chairs of RaAM 11 – Hermann Kappelhoff, Cornelia Müller and Michael Wedel – as well as the local organizing committee – Christina Schmitt, Regina Brückner and Thomas Scherer – express their deepest gratitude for their thoughtful evaluation and the time and effort that the scientific committee contributed to this conference.

The conference program included 4 posters, 4 themed panels and 129 single presentations encompassing a broad range of topics, resulting in 41 presentation sections. Furthermore, the conference featured four plenary sessions, which opened up new perspectives on metaphor from different disciplines:

- Irene Mittelberg (Linguistics and Cognitive Semiotics, RWTH Aachen University, Germany): “Embodied frames – framing bodies: On the pragmatics of action-based metonymy (and metaphor) across media”
- Petra Gehring (Philosophy, Technische Universität Darmstadt, Germany): “Taking metaphor's contextuality seriously”
- Jennifer M. Barker (Film Studies, Georgia State University, USA): “Sparks fly: affective movement, materiality, mediated gesture, and mise-en-scène”
- José Mario Gutierrez Marquez (Architecture, Bauhaus-Universität Weimar, Germany): “Collecting metaphors”

The Cinepoetics center contributed with a round table session on “Cinematic metaphor – experience and temporality”, moderated by Cornelia Müller (European University Viadrina Frankfurt Oder, fellow at Cinepoetics). Presentations were given by the members and fellows of Cinepoetics: Hermann Kappelhoff, Lynne Cameron, Christina Schmitt and Sarah Greifenstein, and Raymond W. Gibbs. The round table gave insights into an advanced approach to metaphor and film, which lead to lively and productive discussions. The exhibition “Landscapes of possibilities” showing paintings by RaAM founder Lynne Cameron gave conference participants the opportunity to quite literally experience metaphor in art and a poesis of viewing. Two receptions, a conference dinner and a party gave plenty of time and space for socializing, networking, further discussions and fun.

Prior to the conference, 19 researchers from 11 countries, including 11 PhD students, attended the PhD workshop „How meaning becomes graspable“ at European University Viadrina in Frankfurt Oder. The workshop, organized by the Viadrina Center for Dynamic Multimodal Communication, focused on methods for analyzing metaphors usage in face-to-face discourse and in audio-visual images. The intense work and its rich outcome could be directly brought into the conference.

Several institutions and programs funded this conference and made it possible to bring together metaphor scholars from all over the world, diverse disciplines and from all levels of their academic careers: the DFG – German Research Foundation, the VCGS – Viadrina Center for Graduate Studies and also its program vip – Viadrina International Program for Graduates (funded by the DAAD), the CIC – Center for International Cooperation (Freie Universität Berlin) and the RaAM Association.

John Benjamins Publishing Company, who have been supporting RaAM for so many years now generously sponsored the conference's opening reception, supported the delegate's pack and this



The people behind RaAM11: the local organizing committee and its team

year provided the prize for the best poster presentation which was awarded to Charlotte Hommerberg (Linnaeus University, Sweden) and Anna Gustafsson (Lund University, Sweden) (for more see p.6). De Gruyter Company, publishing the Cinopoetics book series, provided the prize for the best PhD presentation which was awarded to Matteo Fuoli, Lund University (for more see p. 5).

The participating 201 scholars from 36 countries as well as the local organizing committee, its team and the student supporters from the universities in Berlin and Frankfurt Oder brought along much positive energy, enthusiasm and passion for the RaAM 11. Thus, over the course of the four-day event and in a highly relaxed, convivial and constructive atmosphere the many-faced image of the state of metaphor in the arts, in media and communication across disciplinary boundaries emerged: in inspiring talks, exciting scientific debates and new ways of thinking about metaphor.

Read conference reports by Bursary Winners on pages 23-27.

REPORTS

Conference website: www.fu-berlin.de/raam2016

Facebook: www.facebook.com/raam2016

Christina Schmitt

on behalf of the Local Organizing Committee

RaAM 12 in 2018

Tentative dates: 27-30 June

**Metaphor across contexts and domains:
from description to application**

Hong Kong Polytechnic University

Local organizers:

Kathleen Ahrens, Winnie Cheng, Lan Li, Foong Ha Yap, Dennis Tay, Catherine Law

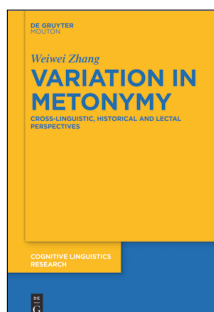
Weiwei Zhang wins RaAM Early Career Research Paper Prize

Her winning paper “Visualizing onomasiological change: Diachronic variation in metonymic patterns for WOMAN in Chinese” analyzes change in Chinese metonymic expressions that denote different concepts of female roles in the history of Chinese. It introduces “conceptual onomasiological profiles”, consisting of the relative frequency of different metonymical patterns (like LOCATION FOR LOCATED OR ACTION FOR AGENT) in the total set of metonymic expressions that occur for a given target concept in a specific historical period. Concepts such as ‘beautiful woman’ or ‘imperial woman’ can thus be quantitatively characterized in terms of a behavioral profile: beautiful women are frequently referred to by means of their clothing or their body parts, whereas women who form part of the Empire are more frequently referred to by means of the palaces in which they live. Crucially, these behavioral profiles may change over time. For instance, changes in the metonymic patterns used for the expression of the target concept beautiful woman suggest a historical and cultural shift of the beauty ideal from intrinsic attributes to external decorative attributes. The paper uses historical corpus data to track changes in metonymic conceptualizations of ‘woman’ and visualizes those changes as movements across a three-dimensional space, using multidimensional scaling (MDS) to compress the behavioral profiles into three dimensions along which the concepts vary.



The prize aims to encourage the production and dissemination of high quality research in the field of metaphor and is awarded biennially for the best paper published by a researcher who has recently completed a PhD.

Access the paper [here](#).



The prize recipient is the author of the recent monograph *Variation in Metonymy: Cross-linguistic, Historical and Lectoral Perspectives* (2016), which broadens the perspective of Cognitive Linguistics research on metonymy by looking into how metonymic conceptualization and usage may vary along various dimensions. Three case studies explore significant variation in metonymy across different languages, time periods, genres and social lects. Methodologically, the monograph responds to the call in Cognitive Linguistics to adopt usage-based empirical methodologies. The case studies show that quantification and statistical techniques constitute essential parts of an empirical analysis based on corpus data. Access more information about the monograph [here](#).

Weiwei Zhang is currently an assistant professor at the Institute of Linguistics at Shanghai International Studies University. She obtained a PhD (2013) in Linguistics in the Research Unit of Quantitative Lexicology and Variational Linguistics at the University of Leuven. Her main areas of interest are cognitive linguistics, corpus linguistics, and sociolinguistics. Her recent publications include “Visualizing onomasiological change” (*Cognitive Linguistics* 2015), “Cross-linguistic variation in metonymies for person” (*Review of Cognitive Linguistics* 2015), “Variation in the (non) metonymic capital names in Mainland Chinese and Taiwan Chinese” (*Metaphor and the Social World* 2011) and a monograph on *Variation in Metonymy: Cross-linguistic, Historical and Lectoral Perspectives* (2016, Mouton de Gruyter).



Matteo Fuoli wins RaAM PhD Presentation Prize

Trust is a pervasive aspect of social relationships, and a key enabler for cooperation and mutually beneficial interactions between people. For companies, trust is a valuable relational asset. When people trust a company, they are more likely to buy its products, invest in its shares, and talk nicely about it. Trust, however, is notoriously fragile; it takes a long time to build, and just moments to destroy.

Fuoli's paper investigates the 'dark side of trust', namely distrust. It explores this complex and fascinating interpersonal phenomenon from the viewpoint of discourse, communication, and the mind. Thus, what happens when trust is broken? How do we perceive and understand trust-breaking events? How do we conceptualize and communicate distrust?

To address these questions, Fuoli analyzed the pictorial and multimodal metaphors used by participants in the [‘Behind the logo’ rebranding competition](#) launched online by Greenpeace in the aftermath of [BP’s Gulf of Mexico oil spill of 2010](#). As part of the competition, participants were asked to re-design BP’s sunflower logo to expose the company’s unethical and irresponsible conduct. The outcome of the competition is a collection of culture-jammed or ‘subverted’ logos that capture the widespread feelings of distrust and resentment towards BP after the spill and the controversies that arose from it.

The analysis reveals consistent patterns in the way that distrust in BP is conceptualized and expressed in the logos, and in how the company is portrayed. Common pictorial metaphors found in the corpus include BEING UNTRUSTWORTHY IS BEING DOUBLE-SIDED, BEING UNTRUSTWORTHY IS HIDING SOMETHING, TRUST IS A FRAGILE OBJECT, UNETHICAL IS DIRTY, and BP IS THE DEVIL. The results also suggest that distrust is an inherently contrastive concept; in other words, distrust is consistently profiled against its opposite, trust.

This paper contributes to advancing our understanding of the cognitive and discursive dynamics of trust and distrust. It also adds to the literature on pictorial and multimodal metaphor by examining the phenomenon of subvertizing, which, to date, has not been systematically investigated.

[Competition website](#)

Matteo Fuoli is a doctoral candidate in English Linguistics at the Centre for Languages and Literature at Lund University in Sweden. He is primarily interested in exploring how business organizations use language and multimodal resources to negotiate public trust and social legitimacy. His research takes a discourse-analytical approach to the study of corporate communication, investigating the linguistic underpinnings of trust from both a theoretical and empirical perspective. His research interests also include multimodal metaphor, cognitive approaches to critical discourse analysis, stance, and corpus annotation methodology. A more detailed presentation of his research and a complete list of publications are available [here](#).



Charlotte Hommerberg and Anna Gustafsson win RaAM Poster Prize

Metaphors in palliative cancer care (MEPAC)

Funding agency: The Kamprad Family foundation

Duration of project: 2015–2018

Project team: Charlotte Hommerberg¹, Anna W. Gustafsson², Eva Benzein¹, Anna Sandgren¹, Elena Semino³, Veronika Koller³ (¹Linnaeus University, Sweden, ²Lund University, Sweden, ³Lancaster University, UK)

Website: <https://lnu.se/en/research/searchresearch/metaphors-in-palliative-cancer-care/>

Conceived after an inspiring encounter with the MELC (Metaphor in end-of-life care) team at the 10th RaAM conference, the MEPAC project explores the language used by patients, relatives and health care professionals in palliative cancer care in Sweden. MEPAC aims to enhance health care professionals' understanding of language use, in particular the use of metaphors, in order to optimize the requisites for individualized care. The choice of metaphor considerably affects our way of perceiving and making sense of physical, emotional, social and existential concerns. Living with chronic cancer can appear very differently by describing it as "a battle against an enemy" (1), "a journey" (2) or "imprisonment" (3).

- (1) *Jag vet att fienden i min kropp väntar på sin chans. (I know that the enemy in my body is waiting for his chance.)*
- (2) *Då [efter operation] vet vi mer om hur lång resa jag har framför mig. (Then [after the operation] we will know more about how long a journey I have ahead.)*
- (3) *Att hitta en balans mellan acceptans och ro är svårare än man kan ana i ett livlöst tillstånd där man är fånge i sitt eget liv. (To find the right balance between acceptance and peace is more difficult than you can imagine in a lifeless condition where one is a prisoner in one's own life.)*

The data consist of a large corpus (in total approx. 2,8 million words) of online blogs written in Swedish by patients and relatives, chronicles by health care professionals to be collected, and transcribed interviews with patients, relatives



Download the poster [here](#).

and health care professionals, carried out by the Centre for Collaborative Palliative Care, Linnaeus University. MEPAC uses a combination of qualitative and quantitative methods to identify and analyze the different stakeholder groups' use of metaphors. The corpus resources KORP and Antconc are employed at the current stage, and a semantic tagger for Swedish language data is under way in collaboration with Johan Frid, SWE-CLARIN.

Poster presenters at RaAM 11



Charlotte Hommerberg, PhD in English linguistics, Linnaeus University, Sweden

Research interests: discourse analysis, appraisal analysis, multimodality, metaphor, health care communication, educational linguistics

Past and ongoing projects: the language of wine appreciation, luxury consumption and online reviewer discourse, English as medium of instruction in Swedish master education

Networks: board member of Linnaeus University Centre for Intermediality and Multimodality Studies

Anna W. Gustafsson, PhD, reader in Swedish linguistics, Lund University, Sweden

Research interests: discourse analysis, political discourse, metaphor, health care communication, sociolinguistics, lexicography

Past and ongoing projects: political pamphlets, communication in child diabetes care, the discourse of the financial crisis



Call for abstracts - 6th RaAM specialized seminar

Ecological Cognition and Metaphor

University of Southern Denmark, Odense

18 - 19 May, 2017

Plenary Speakers

Raymond W. Gibbs, Jr. - *University of California, Santa Cruz, USA*

Agnes Szokolszky - *University of Szeged, Hungary*

Jordan Zlatev - *University of Lund, Sweden*

Local organizers

Thomas Wiben Jensen - *University of Southern Denmark*

Astrid Jensen - *University of Southern Denmark*

Linda Greve - *Aarhus University*

Anders Klitmøller - *University of Southern Denmark*

Anders Hougaard - *University of Southern Denmark*

Cindie Maagaard - *University of Southern Denmark*

Ecological Cognition and Metaphor

The theme of the 2017 seminar is "Ecological Cognition and Metaphor". The goal of the seminar is to relate the newest tendencies within cognitive science to the study of metaphor and other forms of figurative language. In recent years a new way of looking at the notion of cognition is gaining ground, often labelled as 4E-cognition (embodied, enacted, embedded and extended cognition). The basic claim is that cognition cannot be reserved to individual processes in the head (and body) only; rather cognition is seen as "a doing"; it is something we do in our active and explorative sense-making with the bio-social environment. Thus, an ecological turn is on its way within cognitive science that seeks to explore thought, feeling and action as inter-related dimensions of an agent-environment system. The seminar will investigate these new approaches in relation to the study of metaphor, i.e.: If cognition is no longer to be seen as solely a property of the individual mind where does it leave a cognitive approach to metaphor? Can we investigate metaphor as evolving constraints on experience, thought and feeling within a distributed cognitive system? What is the role of metaphor in the creation of the interpersonal mind, e.g., how can metaphors be studied as affordances for joint action and thinking?

Call for Papers

We invite researchers from different disciplines, theoretical and methodological backgrounds to submit abstracts of papers, themed panels or poster presentations. These may include (but are not restricted to) studies of metaphor and other forms of figurative language in relation to:

- 4E –cognition (embodied, enacted, embedded and extended)
- Distributed language and cognition
- Multimodality
- Social interaction
- Gesture studies
- Narrative studies
- Media and the public debate

- Emotion and affect
- Ecological psychology
- Dynamical systems theory
- Phenomenology and inter-subjectivity

Submission of Abstracts

Abstracts are invited for paper presentations and posters. Abstracts should be no more than 300 words (excluding references). Proposals for themed panels (2-4 papers) should be no more than 400 words. All abstracts have to be submitted via EasyChair.

Deadline for abstract submission: **December 9th 2016**

- Notification of abstract acceptance or rejection: **January 9th, 2017**
- Registration for seminar participation: **February – April 2017**

Please note that you will have to be a member of the RaAM association in order to attend the seminar. For further information visit: www.raam.org.uk/join-raam. You do not have to be a RaAM member to submit an abstract, but you will need to be a registered and paid-up member in order to complete the conference registration process in spring 2017.

Pre-seminar workshop

On May 17th there will be a pre-seminar workshop led by Ray Gibbs and Thomas Wiben Jensen. The workshop is open to both Ph.D. students as well as senior researchers:

Enacting Metaphor in Everyday Life

The idea of the workshop is to explore the various ways people live (and not just "live by") or enact metaphor in different ways in life, including language, gesture, different expressive, artistic actions and ordinary private moments. At the core of this way of looking at metaphor is the idea of "metaphorical enaction". As an alternative to the more traditional notion of "metaphorical expression", implying the idea of previously formed mental concepts, metaphorical enaction gives priority to the idea that we create our experience through our bodily activities, cultural practices, social actions and so forth. In this sense the environment is shaped by the way we act. This means that metaphorical enaction is also a way of bringing forth ways of life. Following from this, the workshop invites contributions looking at different perspectives and methods for exploring metaphorical enaction. A central question is what kind of theory is needed to account for the diversity of metaphorical experiences and ways of bringing forth double meanings. Thus, we invite work from a range of different ways of analyzing metaphor such as experiments, corpus work, literary analysis, art work, or multimodal social interaction, as well as phenomenological ways to uncover the presence of metaphor in our lives.

In cooperation with RaAM, a number of bursaries will be made available (details to follow soon).

The seminar website is under construction. Further questions can be addressed to the following email address: raamdenmark@gmail.com

Looking forward to seeing you in Odense!



New RaAM Executive Committee members

In June 2016, the new **RaAM EC** was elected. The following posts were up for election:

Treasurer, conference secretary, web editor, newsletter editor, postgraduate liaison and two ordinary members.

Alice Deignan (Treasurer), **Lettie Dorst** (conference secretary), **Gudrun Reijnierse** (web editor), **Tina Krennmayr** (newsletter editor), **David O'Reilly** (postgraduate liaison), and **Albert Katz** (ordinary member) were re-elected. There is one new member to the Committee: **Allison Creed** (Ordinary Member).

We would like to thank our departing member **Gill Phillip** (ordinary member) for her enthusiasm and hard work over the past years.

Allison Creed, Ordinary Member

I am Course Co-ordinator in the Master of Education program for the research methods course Educational Evaluation and the Intro to Sociolinguistics in the School of Linguistics, Adult, and Specialist Education at the University of Southern Queensland. I gained a PhD through a study of metaphor in the language of wine and wine education in Australia and China. Presently, I am undertaking a psychology major at Swinburne University of Technology with a research focus of vocational psychology. My interests are metaphor, discursive psychology, and cross-cultural communication plus wine of course coupled with food and travel. I am very appreciative of the opportunity to contribute as a new member of the RaAM Committee.

Please donate to the RaAM Support fund!

The Support Fund offers a limited number of bursaries for PhD students and non-students to attend RaAM conferences and seminars. Bursaries will be awarded based on economic need, with a special focus on students and non-students from developing countries, and include a fee waiver and/or a subsidy for travel costs.

Donations can be made via the [RaAM website](#).

Digitally RaAM

RaAM website:

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

RaAM on Facebook:

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

RaAM List:

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

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

'Tis the season of mists and mellow fruitfulness', and that means (besides a return to typing and teaching), a brief update on student matters...

Thanks to the local organizers for a wonderful RaAM conference in Berlin, particularly the student event. Sadly, I couldn't make it, but am very grateful to have been re-elected as Postgrad Liaison and am reliably informed that a 'gas' was had by all attending! There'll be a similar student event at the RaAM specialized seminar in southern Denmark next May which we'll keep you updated on. In the meantime, make sure you get your abstract submitted by 9th December 2016 if you're aiming to present at the 2017 seminar.



One thing I thought worth mentioning, and which I very much enjoyed recently, was spending an afternoon with Katharina Peterke (RaAM student member) in York, while she was attending a cognitive linguistics conference in the UK. Both Katharina and I are researching metaphor in relation to EFL, competency and testing. We exchanged a number of references, thoughts and experiences over a whistle-stop tour of York given by a very poorly equipped tour guide (i.e. me).

I find that exchanges such as these are both enjoyable and enlightening in that they provide an opportunity for dynamic discussion, listening, explaining, thinking, questioning and offer an outsider's perspective on your work. Author names, references etc. can be followed up with an email afterwards, but a face to face chat with someone working on a similar topic is often well worth the effort for helping tease out things that you haven't thought of yet. Since we, as RaAM student members, are quite nicely dispersed across Europe and even other parts of the world, it occurred to me that we might easily (via the FB group, student directory, email etc.) get the most out of our academic and non-academic city breaks by arranging such lovely afternoons! And if you're lucky (which alas, Katharina wasn't), you'll get a first class guide around town! Hers and other student research profiles can be found in the RaAM Student Directory.

Speaking of travels, for this edition's METAPHOR COLUMN interviews (with an established academic and student/early career researcher) we visit Saudi Arabia, where LOVE IS BLACK MAGIC and 'abstract alleys' pose a danger to embodiment. Enticed? You should be! See pages 20 and 21 for more.

And finally, here are several ways in which you can engage with RaAM as a student member:

- 1) Join the [RaAM Student Directory](#). The directory is a useful way for students and recent graduates to see who's specializing in what (and who might be of help!), and to archive your activities and that early career *tour de force*!
- 2) Share links to (open access) resources or your own metaphor-related personal blog
- 3) See pictures from student events and send in your new ones by email
- 4) Interview an established academic for the newsletter's METAPHOR COLUMN, be an interviewee yourself...or both!
- 5) Use the RaAM Facebook group to share links, notifications, conference info etc. and importantly, ideas about how we can improve RaAM student engagement!

Email me at postgrad_liaison@raam.org.uk for more information.

Till the songs of spring 2017, very best wishes!

David O'Reilly

RaAM Postgraduate Liaison

postgrad_liaison@raam.org.uk

Upcoming events

10th International Conference of the Spanish Cognitive Linguistics Association

26-28 Oct, 2016

University of Alcalá, Spain

Discourse, Culture, Contexts

Plenary Speakers

Enrique Bernárdez (Univ. Complutense de Madrid)

Mercedes Belinchón (Univ. Autónoma de Madrid)

Barbara Dancygier (Univ. of British Columbia)

Dirk Geeraerts (Univ. of Leuven)

[Details](#)

Abstract Concepts: debates on their structure, processing, and modeling

18 Nov, 2016

University of Amsterdam, NL

Invited speakers:

Alessandro Lenci (Univ. of Pisa)

Max Louwerse (Tilburg University)

Ken McRae (University of Western Ontario)

Diane Pecher (Erasmus Univ. Rotterdam)

Friedemann Pulvermüller (Freie Universität Berlin)

Prof. Gun Semin (ISPA University)

Prof. Gabriella Vigliocco (University College London)

Prof. Piek Vossen (Vrije Universiteit Amsterdam)

more on p. 14

[Details](#)

Int'l Conference on Fig. Language, Cognition & Discourse

25-26 Nov, 2016, Czestochowa

Jan Dlugosz University in Czestochowa, Poland

Matej Bel University in Banska Bystrica, Slovakia

University of Ostrava, Czech Republic

Themes

- Metaphor and metonymy: developments and frameworks
- Role and function of metaphor, metonymy and synecdoche
- Rhetorical figures in political and social discourse
- Role and function of verbs and other word classes in the production of metaphor, metonymy and synecdoche
- Metaphor and metonymy in specialised languages
- Metaphor, metonymy and synecdoche in knowledge communication
- Rhetorical figures in foreign language teaching and learning
- Rhetorical figures in translation practice

Metaphors and political discourse (MetaPol 2016)

1-2 Dec, 2016

Liège, Belgium

Plenary speakers:

Paul Thibodeau (Oberlin College, USA)

Gerard Steen (Universiteit van Amsterdam)

[Details](#)

Analyzing Metaphor in Discourse Workshop

4-7 Jan, 2017

University of Zagreb, Croatia

4-day training workshop on analyzing Metaphor in Discourse (Instructor: Gerard Steen, Metaphor Lab Amsterdam).

[Details](#)



Cogling7

5-6 Jan, 2017

Radboud University Nijmegen, Netherlands

Plenary speakers:

Timothy Coleman (Univ. of Ghent)

Asifa Majid (Radboud Univ. and MPI Nijmegen)

Hans-Jörg Schmid (Ludwig Maximilians Univ. Munich)

[Details](#)

Look Both Ways - Narrative and Metaphor in Education

30 March - 1 April, 2017
Vrije Universiteit Amsterdam, NL

Plenary speakers:

Jean Clandinin, Vera Caine & Sean Lessard (Univ. of Alberta, Canada)
Martin Cortazzi & Lixian Jin (Univ. of Warwick & De Montfort University, UK)
Kieran Egan (Simon Fraser Univ., Canada)
Michael Hanne (Univ. of Auckland, New Zealand)
Martijn Meeter (Vrije Univ. Amsterdam, Netherlands)
Niklas Pramling (Univ. of Gothenburg, Sweden)

[Details](#)

call for papers on p. 14

3rd International Symposium on Figurative Thought and Language (FTL3)

26-28 Apr, 2017
University of Osijek, Croatia

Plenary speakers:

Charles Forceville (Univ. of Amsterdam)
Raymond W. Gibbs Jr (Univ. of California, Santa Cruz)
Zoltán Kövecses (ELTE, Budapest)
Jeanette Littlemore (Univ. of Birmingham)
Marija Omazić (Univ. of Osijek)
Klaus-Uwe Panther (Univ. of Hamburg) & Linda L. Thornburg (Kendal)
Francisco Ruiz de Mendoza (Univ. of La Rioja, Logroño)
Kristina Štrkalj Despot (Institute of Croatian Language and Linguistics, Zagreb)
Milena Žic Fuchs (Univ. of Zagreb)

Round Table convenors:

Angeliki Athanasiadou (Aristotle Univ. of Thessaloniki)
Annalisa Baicchi (Univ. of Pavia)
Günter Radden (Univ. of Hamburg)

[Details](#)

RaAM
endorsed
event

6th International Conference of the Scandinavian Association for Language and Cognition (SALC 6)

20-22 Apr, 2017
Lund University

Plenary speakers:

Ivana Bianchi (Univ. di Macerata)
Rosario Caballero (Univ. de Castilla-LaMancha, Spain)
Mark Dingemanse (MPI for Psycholinguistics, NL)
Dirk Geeraerts (Univ. of Leuven)
Raymond Gibbs (Univ. of California, Santa Cruz)
Iraide Ibarretxe-Antunano (Univ. de Zaragoza)
Joanna Raczaszek-Leonardi (Univ. of Warsaw)

[Details](#)

7th International Conference of the French Association for Cognitive Linguistics (AFLiCo 7)

31 May -3 Jun, 2017
University of Liège, Belgium

Plenary speakers

Myriam Bouveret (Univ. de Rouen & CNRS)
Barbara Dancygier (Univ. of British Columbia, Canada)
Nicole Delbecque (KU Leuven, Belgium)
Sandra Halverson (Bergen Univ. College, Norway)
Peter Harder (Univ. of Copenhagen, Denmark)
Nick Riches (Newcastle Univ., UK)

[Details](#)

more on p. 13

International Conference on Metaphor and Translation

1-2 Jun, 2017
University of Toulon, France
A French-Canadian Collaboration

Plenary lectures:

Isabelle Collombat (Univ. Paris 3 (ESIT), France)
Michele Prandi (Univ. of Genoa, Italy)

[Details](#)

call for papers on p. 15

RaAM
endorsed
event

14th International Cognitive Linguistics Conference

10-14 Jul, 2017

University of Tartu, Estonia

Plenary speakers

Dagmar Divjak (Univ. of Sheffield, UK)

Nick C. Ellis (Univ. of Michigan, USA)

Laura A. Janda (Univ. of Tromsø, Norway)

Ronald W. Langacker (Univ. of California, San Diego)

Asifa Majid (Radboud Univ., Nijmegen, NL)

John Newman (Univ. of Alberta, Canada)

[Details](#)

Want to share the presentation you gave at
RaAM 11 in Berlin ? Please send it to
webeditor@raam.org.uk

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

Call for papers: 7th Int'l Conference of the French Association for Cognitive Linguistics

CONFERENCE THEMES

This conference will be the seventh international conference of the French Association for Cognitive Linguistics (AFLiCo; www.aflico.fr). The conference welcomes proposals linking discourse and cognition from various perspectives while taking into account how cognitive linguistics can be linked to broader social and cultural contexts. The following areas are especially relevant to the theme of the conference:

- The relationship between cognitive linguistics and discourse studies
- Discourse and multimodality
- Constructionist approaches to discourse studies
- Cognitive approaches to discourse grammar
- Emergent constructions in discourse
- Discourse in L1 and L2 acquisition
- Discourse as interaction and intersubjectivity
- Language, culture and ideology: cognitive and discursive models
- Contrastive analysis of discourse as and in translation
- Interdisciplinary applications of cognitive linguistics (education, engineering, translation studies, ...)

The conference will not be limited to the main foci described above. The organizers also encourage researchers to submit proposals within other areas of cognitive linguistics, such as:

- Categorization, prototypes and polysemy
- Metaphor and metonymy
- Mental spaces and conceptual blending
- Domain and frame semantics
- Image schemas and force dynamics
- Embodiment and situated cognition
- Construction grammar(s)
- Cognitive grammar(s)
- Grammaticalization
- Empirical methods in cognitive linguistics
- ...

SUBMISSION PROCEDURE

Abstracts will undergo a double blind review. They should be fully anonymous and not exceed 500 words (excluding references). [Submission](#) is online via the conference website. Young researchers are especially encouraged to submit an abstract.

Format for abstracts

500 words max., Times, single-spaced, title centered in bold at the top of the page, total number of words stated clearly on the abstract page, anonymous; clear statement of the research question(s), the significance and originality for the field of the proposal, methods, analysis, discussion; examples, tables, figures, and references should be placed on the second page of the same document; Word or pdf files to be uploaded on the platform.

Abstracts may be submitted in English or French. The languages of the conference are English, French, FSL (please notify organizers in advance).

IMPORTANT DATES

Submission deadline: November 30, 2016

Notification of acceptance: February 15, 2017

Workshops: May 31, 2017 (9-12 am)

Sessions: May 31, 2017 (1.30 pm) – June 3, 2017 (4.30 pm)

ORGANIZERS*Local organizing committee*

Julien Perrez, Université de Liège

Lot Brems, Université de Liège

Christelle Maillart, Université de Liège

Laurent Rasier, Université de Liège

Expanded organizing committee

Barbara De Cock, Université catholique de Louvain

Sabine De Knop, Université Saint-Louis Bruxelles

Paul Sambre, KU Leuven

Lieven Vandelanotte, Université de Namur

REGISTRATION

Details about the registration procedure and deadlines will be posted on the conference website as soon as they become available. There will be reduced fees for AFLiCo members, students, and delegates registering early.

Abstract Concepts: Structure, Processing and Modeling - International Symposium

Dear RaAM colleague,

With this message we kindly invite you to participate to a symposium and academic debate on abstract concepts, organized by the Metaphor Lab Amsterdam and the Marie Curie COGVIM project:

Amsterdam, 18th November 2016 (09.00-18.00)

- On which dimensions of meaning do abstract and concrete concepts differ?
- How does perceptual experience affect abstract concept processing and representation?
- What is the role of language in shaping and indexing the content of concrete vs abstract concepts?
- How and in which contexts are abstract concepts understood through metaphors?

Program

A panel of eight keynote speakers will discuss the nature, structure, processing, and modeling of abstract concepts in various research fields. The panelists will present their views and respond to questions from their peers. A general discussion among all panelists and the audience will follow each talk.

For more info and registration: <https://abstractconceptsnet.wordpress.com/>

Call for papers: Look Both Ways: Narrative & Metaphor in Education Conference

30 March - 1 April 2017

Over the last 30 years, educationists have drawn increasingly on insights from philosophy, psychology, anthropology, cognitive science and linguistics to examine the roles played by narrative and metaphor in every domain of educational theory and practice. The narrative and metaphor perspectives have, however, mostly been used separately and opportunities for researchers and educators to meet and share their ideas are rare. This conference takes up the challenge of bringing educationists who have employed the narrative lens into conversation with those who have employed the metaphor lens. It highlights the work of those few researchers who have demonstrated 'binocular vision' (that is, employed the two perspectives in combination) in their study of education. The implications of research for teaching and policy practice will be particularly emphasized. The result should be a fuller account than has previously been attempted of the intricate relations which operate at the nexus between narrative and metaphor in and of education.

Proposals for interactive paper sessions, posters and 75-minute workshops (with an applied focus) are invited from scholars and practitioners in every field of education. Presentations employing innovative or creative formats are particularly welcome and submissions by practicing teachers are invited. Submission deadline: 31 October 2016.

Registration: October 2016 - 17 February 2017
For further details, see the [conference website](#).

The conference will be organized at the [Vrije Universiteit \(VU\)](#) teacher training institute in Amsterdam by a team of education, narrative and metaphor specialists. Its research institute, [LEARN!](#), carries out both basic and applied research on learning and education. The conference is organized in collaboration with the [Metaphor Lab Amsterdam](#). It is the fourth in a series on the role of narrative and metaphor in different disciplines. The first, relating to medicine, was held at UC Berkeley in 2010. The second, relating to politics, was held at Claremont Graduate University in 2012. The third, relating to law, was held at Stanford Law School in early 2016.

International Conference on Metaphor and Translation

Call for papers

The Research Laboratory Babel at the University of Toulon, France, is pleased to announce an international conference on Metaphor and Translation in collaboration with the University of Montreal, Canada, to be held at Toulon on 1-2 June 2017.

The conference invites proposals for papers which investigate how a metaphor may be transferred from one language to another or from one semiotic system to another, (for example, in literature or in the cinema). Metaphor may be regarded from the point of view of language, (conventional metaphors, phraseology), style (creative metaphor) or conceptual fields (cognitive metaphor). It may be in relation to a text, an author, a field of activity or a cultural aspect. Corpora may include literary texts, political discourse, technical terminology, recent creations in the media or in social networks, as well as the discussion of theories about the transmission of ideas from one language to another through the medium of metaphor.

Metaphor has been studied in stylistics, rhetoric and discourse analysis, from the point of view of linguistic structures, semantics, morphology and syntax, as well as in translation studies. It is hoped that its study through the medium of translation will offer new approaches in these different fields.

The two working languages will be French and English and any combination of European languages in translation will be welcome. The Organising Committee is planning to publish the conference proceedings.

Details on registration and the programme will be published on the conference web site at a later date.

An abstract of max. 300 words (without references), as well as your title and affiliation, should be sent by 31 December 2016 to the following address:

metrad@univ-tln.fr

PhD students
and postdocs!

Metaphor Lab Amsterdam Winter School 2017

'Metaphor identification and analysis'
22-27 January

Call for participants

The Metaphor Lab Amsterdam organizes its fifth summer/winter school in just as many years. The school is open for all PhD students and postdoc researchers who are interested in learning about the methods of metaphor identification and analysis developed in the Metaphor Lab Amsterdam. You will learn (1) how to identify metaphor in language by means of MIPVU (Instructors: Tina Krennmayr and Susan Nacey). In addition, you may choose one of two other courses: either (2a) on visual metaphor identification and analysis along the same methodological lines (Instructor: Marianna Bolognesi) or (2b) on metaphor identification and analysis in relation to the argumentative function that metaphors can have in discourse, again along the same methodological lines (Instructor: Jean Wagemans). Apart from this, two general talks will be given by Gerard Steen about deliberate metaphor and resistance to metaphor, two recent hot topics in metaphor research that have come out of this methodological work in the recent past.

For more information, see www.metaphorlab.org

(Dis)similitudes

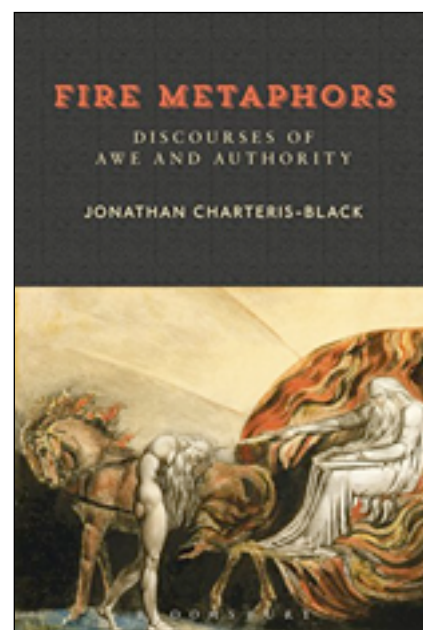
Read and identify comparisons and similes in 19th and early 20th century literary texts. Have fun and help researchers' work in digital humanities! <http://dissimilitudes.lip6.fr:8181/#/>

New book

Charteris-Black, J. (2016). [Fire metaphors. Discourses of awe and authority](#). New York: Bloomsbury.

Through a discussion of self-immolation and martyrdom, and with illustrations from English literature I introduce the claim that fire has taken on symbolic meaning and demonstrate how the fire lexicon contributes to a discourse of awe: language that creates feelings of reverence and wonder, and a discourse of authority: language that expresses and imposes power relationships. I consider accounts of the origins of fire and explain the connection between myths about the origins of fire, and the symbolic meaning of fire in discourses of awe.

I illustrate how semantic analysis of a single lexical field assists us in understanding the concept of 'fire'; and propose three semantic concepts for 'fire': NATURAL FIRE - words such as 'ablaze' and 'flame' that refer to fire as a phenomenon of nature; FUNCTIONAL FIRE – words such as 'scorch' and 'torch' that imply human control over fire for a particular purpose and ORGANIC FIRE – words such as 'kindle' and 'inflammation' where fire is thought of as having a life cycle in which there is a temporal sequence of events. I introduce the thesis that metaphor itself is 'fire' at work in language: the transformational process in which one experience is understood in terms of another: just as fire transforms one material element into another, so metaphor transforms one meaning of a word into another. By understanding the cultural meanings attached to fire we are therefore in a better position to understand the social power of metaphor.



I consider evidence from cognitive linguistics for universally embodied concepts and suggest that the use of fire metaphors to describe human emotions originates in correspondences between fire as a physical force in nature and the human experience of emotion when fire metaphors originate in the experience of force and of a rise in temperature when emotionally aroused. I outline cognitive linguistic views on fire metaphors in relation to emotions such as love, desire, lust and anger; a central idea will be that the concept of force integrates knowledge of fire with knowledge of the embodied effect of the emotions and provides a more universal explanation of fire metaphors. There is a detailed analysis of intensity using the force dynamic model incorporating the notion of the force of transmission.

In the second part of the book I examine fire in religious discourse; I describe and compare the use of fire metaphors in the Abrahamic religions – Judaism, the Bible and the Qur'an. I then consider fire symbols and metaphors in the Indo-Iranian religions of Zoroastrianism and Hinduism. Drawing on the evidence of their sacred texts I consider whether fire has a primarily symbolic role, for example in ritual sacrifices, or whether metaphors are used to communicate spiritual understanding. I trace a gradual shift from the use of fire in ritual as a symbol towards linguistically based fire metaphors.

In the third part of the book I explore fire metaphors in discourses of authority; I undertake a study of fire and fire metaphors in a 16th century account of the English Protestants who were martyred - Foxe's Book of Martyrs - identifying how fire was a contested element between Catholics (the auto de fé) and Protestants who required courage in the face of suffering. I then examine the use of fire metaphors in British and American political speeches. Speakers develop discourses of authority based on the frames EMOTION IS A FORCE and POLITICAL CONVICTION IS FORCE/ FIRE; these are analyzed using the force dynamic model.

The speaker's own policies are based on frames such as PURIFICATION IS FIRE and FREEDOM IS FIRE. But where speakers are attacking their opponents' policies, they activate discourses of authority based on danger and death frames – these include AN UNCONTROLLED SITUATION IS AN EXCESS OF FUEL and DANGER IS FIRE. I examine the relationship between metaphor and metonymy and the extent to which fire metaphors are triggered by situations in which 'fire' stands for some aspect of political and social reality – such as protests or demonstrations.

Because of the importance of satire in disrupting and undermining discourses of authority, in the last chapter I analyse fire metaphors in British political cartoons. Through discussion of political cartoons that feature in the book I illustrate how the same fire metaphors that contributed to discourses of authority also contribute to their subversion in the semiotics of the political cartoon. I argue - drawing on evidence of the pervasiveness, salience and expressive force of fire metaphors across different genres - that our understanding of communication is at least partly modelled on our observation, experience and understanding of fire.

Book announcement

Shuttleworth, M. *Studying scientific metaphor in translation: An inquiry into cross-lingual translation practices* to be published by Routledge, 2017

In 1967, a famous – and controversial – hypothesis about metaphor in translation was advanced by the German scholar Rolf Klopfer, claiming that it was the bolder and more creative metaphors that were easier to reproduce in other languages. The book presents a multilingual examination of how different types of metaphor in Scientific American are handled by translators. The study that it describes searches for the best explanation for why different procedures are employed by translators: is Klopfer's account the best one available, are there others that may fit the data more closely, or is there possibly no single theoretical rationalization for the way translators make their decisions?

The theme that therefore runs through the entire book is the search for insights that different theoretical angles offer into the correlation between different kinds of metaphorical language – by which is meant not only single metaphorical expressions but also entire underlying structures – and particular solutions being opted for by translators. The research is data-rich and focuses on translation into French, Italian, German, Russian, Polish and Chinese. On the theoretical level it attempts to build interdisciplinary bridges by initiating a two-way dialogue between translation scholars and metaphor researchers.

Articles, book chapters, monographs

Bock, C. (2015). *Shakespeares Julius Caesar und Macbeth – Eigennamen und Titulaturen in Übersetzungen in afrikanische und europäische Sprachen*. Wortkunst und Dokumentartexte in afrikanischen Sprachen, 35. Köln: Rüdiger Köppe.

Burgers, C. (2016). [Conceptualizing change in communication through metaphor](#). *Journal of Communication*, 66(2), 250-265.

Burgers, C., Brugman, B. C., Renardel de Lavalette, K. Y., & Steen, G. J. (2016). [HIP: A method for linguistic hyperbole identification in discourse](#). *Metaphor and Symbol*, 31(3), 163-178.

Burgers, C., & Beukeboom, C.J. (2016). [Stereotype transmission and maintenance through interpersonal communication: The Irony Bias](#). *Communication Research*, 43(3), 414-441.

Burgers, C., Eden, A., de Jong, R., & Buningh, S. (2016). [Rousing reviews and instigative images: The impact of online reviews and visual design characteristics on app downloads](#). *Mobile Media and Communication*, 4(3), 327-346.

Cortazzi, M., Jin, L., Nemati, M. & Shiva Kaivanpanah, S. (2015). [Candles lighting up the journey of learning: Teachers of English in Iran](#), In C. Kennedy (Ed.) *ELT in Iran*. London: the British Council, 123-138.

Cortazzi, M. & Jin, L. (2014). Building bridges, using weapons or making music together? Metaphoric (re)framing in intercultural language learning. In X.D. Dai & G.M. Chen (Eds.) *Intercultural Communication Competence: Conceptualization and its Development in Cultural Contexts and Interactions*. Newcastle upon Tyne: Cambridge Scholars Publishing, 239-260.

Jin, L., Zhou, J., Hu, XY., Yang, XL., Sun K., Zhao, MD., & Yang, F. (2015). [Researching Attitudes and Perceived Experiences of English Learning by Kindergarten Children and their Parents in China](#). *The British Council Research Papers*.

Jin, L., Liang, XH., Jiang, CS., Zhang, J., Yuan, Y., & Xie, Q. (2014). Studying motivation of Chinese young EFL learners by metaphor analysis, *ELT Journal*, 68 (3), 286-298.

Jin, L., Jiang, CS., Zhang, J., Yuan, Y., Liang, XH. & Xie, Q. (2014). [Motivations and Expectations of English Language Learning among Primary School Children and Parents in China](#), *ELT Research Papers*, 1-39.

Semino, E., Demjén, Z., & Demmen, J. (2016). [An integrated approach to metaphor and framing in cognition, discourse and practice, with an application to metaphors for cancer](#), *Applied Linguistics*, 1-22. (FREE DOWNLOAD).

Steen, G.J. (2016). [Metaphor and style through genre, with illustrations from Carroll Ann Duffy's Rapture](#). In: V. Sotirova (Ed.), *Companion to Stylistics*, pp. 308-24. London: Continuum.

Steen, G.J. (2016). [Mixed metaphor is a question of deliberateness](#). In: R.W. Gibbs, jr., (Ed.), *Mixed metaphor*. Amsterdam: John Benjamins.

Special issue of Review of Cognitive Linguistics 14:1 (2016) edited by Ana María Piquer-Píriz and Rafael Alejo-González, University of Extremadura:

“Applying Cognitive Linguistics: Figurative language in use, constructions and typology”

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Projects

SYNAMET – Microcorpus of Synesthetic Metaphors

Duration: 10.07.2015-10.07.2018

Magdalena Zawisławska – principal investigator (University of Warsaw), Marta Falkowska – co-investigator (University of Warsaw), Maciej Ogrodniczuk – co-investigator (Institute of Computer Science, Polish Academy of Sciences)

The project Synamet (no 2014/15/B/HS2/00182) is financed by the Polish National Science Centre.

The main goals of the project are: 1) to compile a corpus of synesthetic metaphors in Polish, based on authentic texts from blogs, 2) to examine grammatical and semantic properties of synesthetic metaphor, 3) to construct a model of synesthesia for the Polish language. The reasons for studying synesthetic metaphors are twofold. First of all, their common use in language guarantees that the collected material will be rich and varied enough (which should later help to broaden the analysis to include other types of metaphor). Secondly, restricting the research field to the domain of sensory perception shall ensure a precise indication of the research scope.

We assume that a metaphor is synesthetic only when its source domain pertains to perception (visual, auditory, olfactory, tactile, or gustatory). If the target domain does not evoke perception, we can talk of a weak synesthetic metaphor. If both the source and the target domain evoke perception, we deal with a strong synesthetic metaphor.

Since we are only interested in synesthetic metaphors, we have collected the texts from blogs devoted to perfume (SMELL), wine, beer, cigars, Yerba Mate, tea, or coffee (TASTE, SMELL, VISION), as well as culinary blogs (TASTE, VISION), music blogs (HEARING), art blogs (VISION), massage and wellness blogs (TOUCH).

As a method for metaphor analysis we use Fillmorean frame semantics. It means that one phrase activating a frame evoking specific sensations (e.g. smell) may become reorganized under the influence of another phrase activating a frame of some other sensory perception (e.g. hearing). Cf. *Dochodzi zapach delikatnych kwiatów, szyprowy oddech mchu, a baza mruczy rozkosznie delikatnym piżmem.* ‘The **smell** of delicate flowers is drawing near, the chypre **breath** of moss, and the base note **purrs** contentedly with delicate musk.’ The set of frames in the project is still developing. Right now we have 5 perceptual frames (VISION, HEARING, TOUCH, TASTE, SMELL, COMPLEX PERCEPTION) and 41 non-perceptual frames (e.g. MAN, ANIMAL, PLANT, SCHOOL, SOCIETY, ARMY, ARCHITECTURE, etc.).

The outcome of the metaphor analysis in the project will comprise:

- grammatical categorization of the synesthetic metaphors (SM),
- a general metaphorical scheme of the SM, e.g. HEARING -> SMELL,
- lexical items activating the SM’s frame together with their grammatical description, i.e., for instance a combination of a lexeme primarily activating the HEARING frame with lexemes from the SMELL frame. It will allow to establish the productivity of each of the lexemes.

- a detailed metaphor scheme of the SU, e.g. OLFACTORY SENSATION IS A SET OF SOUNDS,
- the SM semantic categorization, e.g. strong synesthetic metaphor, simple synesthesia.

We use a special tool, ATOS, dedicated to corpus annotation, enclosing the perceptual and non-perceptual frames. When the project will be finished we will employ a tool dedicated to browsing the final corpus. The tagger will be developed such that it allows public users without login to browse the frames. The complete corpus will be available on a website, together with a graphic presentation of the research results. All tools developed within the project will be released on a GPL license; thus, it will be possible to reuse them in other research projects.

Resistance to Metaphor

Gerard Steen (University of Amsterdam) has been awarded a Free Competition Grant (NWO) in the 2015 round. Three (PhD-)projects of the '[Resistance to Metaphor](#)' program started in September 2016:

- *Resistance to Metaphor in Public Discourse*
Dunja Wackers (supervisors: Francisca Snoeck-Henckemans and Gerard Steen)
- *Resistance to Metaphor in Popular Science*
Andreas Bilstrup Finsen, (supervisors: Jean Wagemans and Gerard Steen)
- *Resistance to Metaphor in Government and Politics*
Kiki Renardel de Lavalette (supervisors Corina Andone and Gerard Steen)

Coming January, two Resistance to Metaphor post-doc projects will start.

Metaphor Festival Amsterdam: A report

From Wednesday 31 August to Saturday afternoon 3 September, the Metaphor Festival took place in Amsterdam for the first time. The previous Swedish hosts of the Metaphor Festival, David Minugh and Nils-Lennart Johannesson, were there to make the transition from Stockholm to Amsterdam official. Almost a hundred attendees from all over the world (Australia,



China, (Hong Kong and Taiwan), Croatia, Czech Republic, Denmark, France, Germany, Hungary, Ireland, Israel, Italy, Japan, Lithuania, Mexico, the Netherlands, Norway, Poland, Romania, Russia, Serbia, Spain, Sweden, Switzerland and the UK) visited the Metaphor Festival 2016. On Thursday and Friday they presented and listened to inspiring scientific talks, and on Saturday they were able to attend several workshops. The festival ended with a sociable canal boat tour through the canals of the city. It was an unforgettable first Metaphor Festival Amsterdam and we hope to see a lot of people (again!) next year.

We want to thank the Network Institute, the Amsterdam Center for Language and Communication and John Benjamins Publishing Company for sponsoring this the first edition of the Metaphor Festival Amsterdam.

We have created an [album](#) with the pictures of the Metaphor Festival Amsterdam 2016.

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METAPHOR
COLUMN*interview by Marwa Ibrahim Alamin*

M is for **Metaphor**. Can you tell us about the beginning of your journey with metaphor?

I started as a syntactician, but felt frustrated when I fell short of making the leap into semantics and pragmatics. My fascination with what we do with metaphor grew on me, and my first contact with metaphor was with its persuasiveness in political discourse.

E is for **English**. In what ways do you think studying metaphor is essential in learning English as a foreign language?

As a property of the mind, metaphor is essential in learning at large. Its importance in communication is huge, whereby a large amount of human communication across discourses is embedded in metaphor in the form of linguistic indirectness. For English, metaphor is a key factor in making sense of proverbiality and idiomaticity.

T is for **Theories** about metaphor. Can you tell us about your contribution to the embodiment hypothesis?

As a theory, the embodiment hypothesis is still in its infancy. My sense is that the first generation of cognitive scientists drove embodiment into abstract alleys. In theory, embodied metaphor consists of concretizing a target domain through an experientially salient source domain. It is here that my contribution comes in. My belief is that embodiment should seek to show what Johnson calls the body in the mind, i.e. how much of the body is used to make sense of reality. With very few cognitive linguists, I started talking about “cultural embodiment,” which variously argues that embodied metaphor can be embodied culturally, even though some linguists do not seem to agree because they think that embodiment is already cultural. As I see it, cultural embodiment, which I take to be one type of embodiment, consists of thinking that the body part involved in embodied metaphor does not actually function as in body physiology, but it does so culturally.

A is for **Advice**. What is your advice for students and researchers of metaphor?

My obvious advice is: Don't let metaphor down, and keep doing cross-cultural research in order to live up to the cognitive wager.

P is for **Project**. Which current and future research projects are you/ will you be working on?

I am simultaneously working on various projects ranging from creativity in metaphor, metaphor and selfhood, to motion events in Arabic and the role of metaphor in dysphemism, etc.

H is for **Happiness**. What is/are the most interesting metaphor/s that you have come across during your research on the language and understandings of happiness?

In Tunisian Arabic, the paroxysm of happiness is conceptualized as “dying of joy” and “flying for joy” beside the less intense happiness in “jumping for joy” as in English and many other languages and cultures.



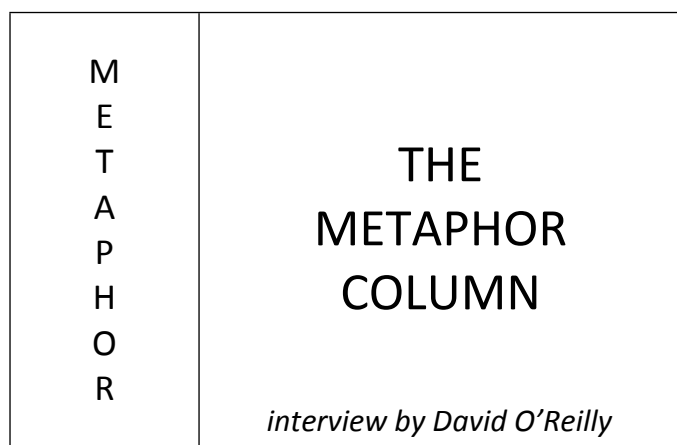
Zouhair Maalej is a full professor of Cognitive Linguistics at King Saud University, Riyadh, K.S.A. He has published in several journals and contributed chapters to many books. He has presented talks at many conferences. As well as being interested in metaphor, he is also interested in critical discourse analysis (CDA), translation, pragmatics and intercultural communication. I asked him eight questions corresponding to M.E.T.A.P.H.O.R.

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

My academic interests beside metaphor include critical discourse analysis and neuroscience. Outside academia, my interests include cooking, gardening, and traveling.

R is for **Recommendation**. What areas of metaphor would you recommend PhD students to do research in?

I believe that collecting data on metaphor in your respective language could enlighten metaphor study. So I encourage PhD students to do this in all walks of life. My experience with metaphor in Tunisian Arabic was fruitful in guiding my research into cultural embodiment and under-researched metaphor areas such as dysphemism, pseudonyms, and cultural values.



M is for **Metaphor**. Do you have a favorite metaphor? What makes it your favorite?

LOVE IS BLACK MAGIC. I find this metaphor especially interesting as I find it strange to relate such delicate romantic emotion with such an evil action like black magic. Through analysis of linguistic metaphors, it is found that those mad with love enjoy this magic since it is from their beloved ones. The linguistic metaphors related to this conceptual metaphor are really interesting in Arabic poetry.

E is for **Education**. Could you tell us about your PhD and area of research?

I chose to contribute to the new field of cognitive linguistics through contrasting Arabic to English regarding conceptual metaphors of emotion. What is interesting about inter-cultural studies is that similarities between two different languages seem surprising and differences between them seem astonishing as cultures are unique in conceptualizing emotions metaphorically. Cognitive linguistic studies help inform two essential fields, namely translation and TEFL.

T is for **Takeoff**. How did your interest in metaphor take off? What attracted you to studying it?

When I started looking for a good topic for my PhD thesis, I went to journals that are specialized in applied linguistics and was reading articles randomly. I was so surprised to find that metaphor, which I admired in literature, is so pervasive in papers that are supposed to be linguistic not literary ones. I started reading about it and realized that most writers referred to Lakoff and Johnson's *Metaphors We Live By* (1980). I decided to read the book and "I jumped up with happiness" because only then did I feel that I could study metaphor from a linguistic point of view and that the idea of my thesis was clear in my mind.



Marwa Ibrahim Alamin is a lecturer in the English Department, College of Education, University of Hafr al Batin, K.S.A. She obtained a PhD in Applied Linguistics (Cognitive Linguistics) in 2015 from Khartoum University, Sudan. Her thesis was a contrastive study of conceptual metaphors in English and Arabic in which she analyzed metaphors of happiness, anger and love. I asked her eight questions corresponding to M.E.T.A.P.H.O.R.

A is for Arabic. Is there anything that you find particularly interesting or distinctive about the way speakers of Arabic express themselves using metaphor?

My contrastive study of conceptual metaphors of anger, happiness and love revealed similarities between English and Arabic when the metaphors are physically embodied. However, Arabic culture affects the way speakers of Arabic express themselves metaphorically and the study has revealed various differences. A good example is that although the metaphor HAPPINESS IS UP is prevalent in Arabic, there is also HAPPINESS IS DOWN, when a happy person prostrates to God, thanking Him for a happy moment, then he (the happy person) is physically down and spiritually up.

Another thing which has been discovered is that the heart in Arabic is not only the faculty of the emotions but it is also the faculty of thinking.

P is for Project. What projects are you currently involved in or planning to work on in the future?

For the time being, I'm planning a postdoctoral degree that would allow me to promote myself and my career and would broaden my knowledge in metaphor. I'm trying to understand and investigate the best of research into cognitive linguistics in the area of learning English as a foreign language. I'm also preparing a paper discussing metaphors of love in some Arabic poems.

H is for the University of Hafr Al Batin. Could you tell us a bit about your department and your work as Director of Quality Control in the College of Education?

University of Hafr al Batin is a newly established university in the eastern region of Saudi Arabia (2014), but the College of Education in Hafr al Batin was established some 15 years earlier. Being one of the pillars on which the English Department was started and having a long experience of teaching in the college, I was chosen for the position of Director of the Quality Control Unit. The English Department offers a bachelor degree and prepares students to be school teachers of English and ready for higher studies. The Quality Control Unit in the college tries to direct the staff towards the track of accreditation. The unit plans workshops and lectures that help improve academic performance and guide new staff to prepare their course portfolios and the like. With the help of the administration of the university and the cooperation of my colleagues, the dream of not only national accreditation will come true but even international accreditation.

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

The study of metaphor opens doors of knowledge for the researcher. All the fields that I'm interested in are either related to metaphor or I find myself relating them to it. I'm interested in translation. I love to analyze great literary works, especially Arabic poetry, as it exposes the richness of the language.

R is for Recommendation. Having completed your PhD in this area, do you have any literary, methodological or practical recommendations for students currently researching metaphor across cultures?

Since I enjoyed studying metaphors of emotion despite the hardship I went through, I do recommend young researchers to go through this interesting field of study. One thing that helped me is that if I don't know, I ask. If there is some missing information, I'll look for it in books or in journals until I find it. My supervisors and many professors in the field helped me and I really appreciate that. I recommend that researchers go through intercultural and intracultural studies of metaphor as well as its relation to TEFL and translation. Corpus linguistics is a fertile land, too.

Interview questions adapted from Steen, G. (2014). Interview: 15 questions about metaphor research for Gerard Steen. *metaphorik.de*. 25, 155-167.

Reports on the RaAM 2016 conference in Berlin

by the Bursary Winners

The conference was a great opportunity to meet people from all over the world interested in metaphors. Thanks to the diversity of themes I learned to understand my research from different perspectives, which will be very helpful for my future studies. I attended very interesting sessions: metaphor and comics, metaphor and time, metaphor in politics and the media, metaphor and the expression of emotions and more. All of these themes are important in understanding metaphor in arts, media and communication.

The discussions after the presentations and during the informal meetings such as dinner or coffee breaks were very fruitful. The featured film was very interesting. I think its metaphorical context was easy to understand thanks to the preparation through our discussions and the talks.

The organizers were always very kind and helpful – no question was too difficult for them. The final ceremony was very nice – I liked the closing credits displayed on the screen in the hall - it was like a movie!

I am very grateful for the financial support I was given. Metaphor processing and poetry are my passion, but I don't have sufficient funds to help me develop this interest further. Passion alone is not always enough! Financial aid means giving gifted young researchers from countries such as Poland the support they need to develop their ideas.

I will be waiting for the next conference and other events organized by RaAM.

Małgorzata Osowiecka

Psychologist, Lecturer, PhD Student

SWPS University of Social Sciences and Humanities, Poland

I was very pleased to receive a bursary to help me attend RaAM 11. Let me use this opportunity to thank RaAM, the Freie Universität Berlin and the local committee, for organizing this wonderful conference and for making me part of it.

As a clinical psychologist who listens and uses metaphors as a major tool in my daily work, this conference was very important, allowing me to learn a lot about all kinds of ways of applying metaphors in practice.

It was a great experience attending lectures, participating in the productive discussions, and getting up-to-date with current developments in the field. The atmosphere was friendly and hospitality was outstanding.

I really enjoyed the conversations after the lectures and during lunch time, leaving me with all kinds of very interesting remarks that may help me further down my research.

Thank you very much and hope to see you again at the next RaAM conference.

Tair Caspi

Senior clinical psychologist

Lecturer, Magid Institute, The Hebrew

University, Jerusalem

PhD. candidate, Hermeneutics and Cultural

Studies, Bar-Ilan University, Israel

The conference programme at RaAM 11 was extraordinarily rich, with such inspiring and thought-provoking talks that I often found it difficult to choose which session to attend.

The RaAM conference was a great opportunity to learn about new research carried out by other RaAM members and be updated about the latest developments in the field. For me, as a postdoc interested in building research networks, it was also a special occasion to meet other people working on metaphor.

I appreciated the friendly atmosphere of the conference. Although the discussions were often intense and sharp, the attitude of the participants was always respectful and helpful. For me this was the added-value of a conference that, academically speaking, was certainly a great success.

Last but not least, the organization was nothing less than perfect. I would like to thank the organizers of the conference for their hospitality and the RaAM association for the bursary that helped me to attend the conference. Looking forward to the next RaAM conference!

Valentina Cuccio

Independent Researcher

This year's RaAM conference had a truly diverse program with plenaries focusing on gesture, contextuality, film, and architecture, sessions about advertising, cartoons, economics, and music (among others), and presenters from various disciplines, in various stages of their academic career, and coming from various countries of the world.

The organizers were incredibly helpful and thorough, making the conference run smoothly. As a doctoral candidate, I have already been to several conferences. I must say, RaAM 11 has been the most professionally organized conference I have ever attended. I can only repeat over and over again, *Thank you, guys! It was an awesome job!*

Next to the intense academic program, the conference also offered various art events, multiple conference receptions, and exciting social programs. Scholars could cheer together for their favorite team in the UEFA Euro Cup (especially memorable was Italy vs Germany in the most intense semi-final of the year), or dance side by side in a trendy club in Kreuzberg, sipping local beer or wine.

The four days of the conference were extremely packed. All the social and academic stimuli of RaAM 11 filled my head and kept me from sleeping for another couple of days. It is conferences like these that give you the most inspiration to keep going.

And it is also special encounters that fill you up. For me it was meeting Professor Forceville for the first time - the person whose work had had a great impact on me at the start of my academic career. Now, seeing him in person, not just through emails, I know he's not just a great scholar but also a great person.

Thanks to everyone for making all of this possible.

Anna Szlavi

PhD candidate

Eotvos Lorand University, Budapest;
Fulbright Scholar at University of Pennsylvania

I would like to sincerely thank RaAM, Freie Universität Berlin and the local organizing committee for having me as a participant of RaAM in Berlin. Without their help it wouldn't have been possible for me to be part of this great event. As a PhD freshman and the pioneer of metaphor research at my university, I listened carefully to talks about different methods, authors, terms, theories - undeniably useful for challenges, which are ahead of me. The organizational committee created a friendly and open atmosphere, providing us with good food and unlimited coffee. I really appreciate all their work.

I also value the possibility to talk about my own research in front of more senior researchers, which was definitely challenging for me. They gave me positive feedback and sound pieces of advice.

I enjoyed the variability and inter-disciplinarity of the conference. It showed me how many perspectives exist and how much work I have to do to be an expert in metaphor research.

This was my first international conference. Everything was new and unknown to me. I enjoyed meeting and listening to people from all over the world, see their perspectives and ways of thinking.

This conference gave me a lot of energy and inspiration about which way to go in my research. I hope that, from now on, I will be a regular participant in RaAM conferences.

Thank you very much.

Ďakujem krásne.

Miroslava Vernarská

Ph.D. student, Department of Psychology
University of Pavol Jozef Šafárik in Košice

I missed the Cagliari conference two years ago and I was really looking forward to the conference in Berlin. I have been attending the RaAM events since the 2008 workshop in Cáceres. Since then, or probably even earlier on, metaphor and figurativity have become the forever present scenarios in terms of which I understand other phenomena I am interested in, such as humor and multimodality. In the last few years there has been a remarkable shift in studies of metaphoricity, towards a unified approach to metaphor which brings together embodiment and cognition, communication and thought, interaction and performance. It was exciting to see this foregrounded in the Berlin conference. The sheer number and variety of topics related to the metaphorical understanding of experience, organized in thematic panels and plenary lectures, was impressive, and it undoubtedly shows the pervasive power of metaphor. The focus on media and the arts was a very appropriate choice for the study of metaphoricity as a creative dynamic phenomenon. Listening to the talks brought into focus the malleable, multimodal and multisensorial nature of metaphor as a dynamic process. Could this be marking the emergence of a paradigm shift? As an example among an exceptionally high number of quality presentations, Beate Hampe's paper 'Embodiment and discourse: Dimensions and dynamics of Metaphor Theory', provided an excellent overview of how scholars over the past few years have 'explored the unified, dynamic, multi-dimensional model of metaphor(icity)' which is certainly opening new directions in the study of metaphor and figurativity. Embodiment and enaction, gesture and performance, interaction with and in space, metaphor in social contexts and across media and art forms, synaesthesia, and the multimodal articulation of the various domains of metaphoricity, were some of the threads of the conference fabric. From a methodological point of view, new advances were explored too, and, among other things, we now have not only a MIP but also a MIG!

It was fascinating to attend the Cinopoetics session, where the scholars who have participated in this project shared with us their experience of working with metaphoricity from an interdisciplinary perspective, which includes using art as a form of expression and collaborative work. Aren't conferences the space for the social embodiment of our academic cognitive work which takes place all over the world? In four intense days, I could share my thoughts and ideas, which have been struggling along their own paths throughout the year to become 'papers'. I am extremely grateful to all the scholars who took an interest in attending my presentation and asked me about my work. I am also very grateful to the scholars and friends I consulted for their opinion, in particular, to Ray Gibbs, Cornelia Müller, Alan Cienki and Eve Sweetser, who kindly gave me their time and thoughts on my work. To old and new friends for the shared moments of talk. I also wish to congratulate the conference chairs and organizing committee, together with Andreas Musolff, RaAM chair, for a very successful conference and for creating a friendly space for academic debate and exchange of ideas. I am grateful for having had the opportunity to participate in a conference which has shown clearly that we are at a turning point in the understanding of metaphor and figurativity.

I return home walking under the 'linden' trees in bloom, which line the streets towards the University buildings, savoring the scent of the flowers, now a bit of sunshine, then some rain. Shifting and changing, rich and endless in meanings, like metaphor.

Laura Hidalgo-Downing

Associate Professor

Universidad Autónoma de Madrid, Spain

Since 2010 I have regularly attended RaAM conferences (Amsterdam, Lancaster, Cagliari and now Berlin) - all of offering a unique opportunity to learn more about research in the fascinating field of metaphor studies. The importance of the field could be seen both in the large number of participants and in the variety of themes. All of this created a very inspiring and friendly atmosphere. It was also interesting to join the Cinopoetics session. Researchers shared their experience of working with metaphor from an interdisciplinary perspective. Thank you for a very successful conference.

Blanca Kraljevic Mujic

Post-doc

Universidad Rey Juan Carlos, Madrid, Spain

RaAM11 has been an extremely rich and joyful experience. I had the precious chance to present two of my main current paths of research in strategic communication (one of them together with Ben O'Loughlin) and to learn about the most recent updates on metaphor's potential and application. I also had the opportunity to meet outstanding colleagues and friends (Jonathan Charteris-Black, Valentina Cuccio, Alice Deignan, Matteo Fuoli, Ray Gibbs, Wei-lun Lu, Julia Ostanina, Benedikt Perak, Elena Semino, Gerard Steen, Kristina Štrkalj Despot, Eve Sweetser, amongst others).

My interest in metaphor application dates back to 2003, when I began my PhD project and drafted my metaphor-based method to analyse persuasion in post/9-11 language and Bush's pro-war strategy. Since then, my metaphor expertise and research has developed along the twofold lines of political communication and therapeutic discourse - which I consider both pertaining to the domain of strategic communication - where I investigate the performative and transformative power of metaphor to promote change.

I particularly appreciated the opening of the scope of metaphor towards new domains of investigation, and application, such as philosophy and psychology, and the fostering of interdisciplinary, together with the theoretical advancements in embodiment, affection, and integration. The multimodal perspective promoted by the Cinopoetics section has also been of extreme interest to me, with the cherry on the cake of the Spellbound scene, together with the artwork insertion starring Lynne Cameron.

The dialogizing and relaxed atmosphere amongst scholars and students was impressive, both during the talks and the leisure moments – receptions, gala dinner, PhD party. The Q&A moments have fuelled my brain with inspiring ideas as well as the talks themselves. The PhD party in particular helped creating a friendly atmosphere and the 'dancing ovation'.

I am very grateful to the organizers for the experience and happy this was such a well-run event. I really hope that the seeds of the conference can grow into good fruits of research and practice.

Federica Ferrari
Researcher/Assistant Professor
University of Bologna

This conference was my first active involvement with RaAM. I first joined RaAM as graduate about ten years ago, at its inception, but had neither the wherewithal nor the resources at the time to do more than read the site news and newsletters. If the 2016 Berlin conference is any indication, I have missed much by waiting so long to get more actively involved.

The choice of the Berlin venue was a great one, and the city offered spectacular experiences (for me, galleries, archives, and museums) for the after/off-conference periods.

I enjoy public speaking but my presentations have been limited, more or less, to undergraduate classes and the odd conference, and so I was honored to be able to present some of my thoughts to so academically diverse a colleague population. Networking opportunities for like-minded scholars were plentiful, and it was terrific to see such a broad range of international metaphor scholarship in the conference program. It was very hard to choose from among the plentiful parallel sessions!

I volunteered to chair a session, and I am extremely glad that I was asked to participate in this way. The session I chaired seemed to have been selected to complement my own areas of visual metaphor interest, and I both thank and credit the conference organizers for this.

The keynotes were excellent, informative and accessible to non-specialists and it was a particular thrill to see scholars, such as Gerard Steen, whom I admire and whose work I have relied upon in my own research, in attendance.

Lastly, the refreshments and meals were also top-notch!

RaAM Berlin was, overall, a fabulous experience for me! RaAM, as an academic group, is very well organized, and the conference organizers are to be commended at every level! Because of the overall positive nature of my involvement in RaAM Berlin, I expect to maintain my membership for a long time to come.

Thank you!

Melinda Pinfold
Contract Academic Staff
Canada

An acquaintance of mine encouraged me to attend the RaAM conference, after we had talked about my idea for my PhD-proposal on animation and metaphor. I was excited that my paper *"Subjective Perspective as Creative Metaphors in the Animated Film"*, was accepted and that I was allowed to participate in the pre-conference PhD-workshop hosted by Europa-Universität Viadrina Frankfurt (Oder). I took part in the film sessions on cinematic expressive movement.

The focus of the conference on metaphor in arts, media and communication was highly relevant to my research. My main objective during the conference was to gain more insight into the research field of metaphor studies in order to decide if I wanted to continue my studies in that direction. The community is very welcoming and friendly so it was easy to talk to and get to know scholars in various fields. As an animation scholar I was surprised to see the scale of the metaphor community and the number of research areas that are engaged in metaphor studies. I saw a lot of great presentations about film, music, art and philosophy. I particularly enjoyed Petra Gehring's talk *"Taking Metaphor's Contextuality Seriously"*, the Cinemoetics' panel on *"Cinematic Metaphor - Experience and Temporality"* and José Mario Gutierrez Marquez's presentation on *"Collecting Metaphors"*. The regular coffee/tea, snacks and lunches were great, and not surprisingly the returning base between sessions to relax and reenergise.

The RaAM conference was an amazing opportunity to get inspiration to proceed with my own research and to network with other researchers some of which I am still in touch with. The conference was intellectually stimulating and was very beneficial for my progression as an aspiring animation scholar. It was without a doubt a fantastic academic and personal experience, which was made possible with the financial support from RaAM. It's great that RaAM supports young independent researchers. I'm looking very much forward to going again!

Carmen Hannibal
Independent Researcher, UK

It was a perfect, pleasant day. I had already given my talk at a conference organized by RaAM and I was enjoying the conference dinner with other nice and joyous people when something unexpected happened: Raymond Gibbs drew everybody's attention and started with his speech. The RaAM conference is "the best conference in the world", he said.

I have been thinking a lot about these words, because I wanted my own reason to endorse the same utterance. You can imagine, of course, the reason why it also was an emotional time for me: I was introducing my new research project on *"Metaphors for diabetes"* at the most important conference devoted to metaphor studies. Moreover, for the first time, I was visiting an amazing city that I loved so much at first sight; I was making new friends. Right, but, apart from that, what was the added value?

In the following days I found my answer while I was talking with other young researchers. They all came from different disciplines, and, incidentally, they were all studying metaphors. I can still recall their looks and voices while they were exchanging ideas about the RaAM conference, the people with whom they had discussions and the talks they had listened to. A lot of them would no longer devote their time to the study of metaphors, yet all of them were excited about something different: an informal atmosphere, even with all those competent and influential researchers. In the end, I realized that RaAM conferences are a metaphor in themselves: a research space where people develop different stimulating activities. In particular, an environment where young researchers from different disciplines can learn more about new topics and new methodologies by just browsing through a really multidisciplinary and interdisciplinary research context. Certainly, that is true for most of the best international conferences. However, in the case of the RaAM conference my personal experience suggests it is even truer than with all the others. It shall be a conference etched in my memory for many years to come.

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