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Message from the chair

It has been a great pleasure to be a member of and, for the last four years, chair RaAM's Executive Committee and to work together with Susan, Alice, Lettie, Gudrun, Tina, David, Allison, Gill, and Albert as a team.

The last years have seen a significant increase and renewal of the membership as well as in research projects, publications and applications of metaphor and metonymy analysis, as has been recorded in this very Newsletter.

This year's conference venue, the Polytechnic University of Hong Kong, is testimony to RaAM's will to become truly international and global, and for the following two years we have several offers of seminar and conference venues across various continents, which looks like a healthy prospect.

I wish all of us a stimulating meeting in Hong Kong and after that, with a renewed EC, further growth and fun in exploring figurative life, letters and language.

Andreas Musolff

Highlights

[RaAM Conference, p.2](#)

Just a few more days - it is almost time for this year's RaAM conference in Hong Kong!

[RaAM Elections, p.3](#)

Voting has opened. RaAM members, please cast your vote! There are vacant positions for chair, postgraduate liaison, and ordinary member.

[New Scandinavian Research Network, p.14](#)

Join the Scandinavian research network focusing on metaphor and figurative language in Scandinavia.

[The Metaphor Column, p.15](#)

RaAM Postgraduate Liaison David O'Reilly interviews Tamara Kalandadze and Bodo Winter

RaAM

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

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.

Upcoming RaAM Conference in Hong Kong

Metaphor across contexts and domains: from description to application

27 June - 30 June 2018

Kathleen Ahrens & Dennis Tay, The Hong Kong Polytechnic University

We are looking forward to welcoming all participants to Hong Kong next month (June 27-30) for RaAM 12! We'd like to highlight the following special events:

- **Pre-conference workshops** (http://www.engl.polyu.edu.hk/events/raam/conference_workshop.html)
 - 1) *Metaphor Identification and Annotation: The Case Of Synaesthesia* (Francesca Strik Lievers)
 - 2) *Metaphor in Practice* (Niklas Törneke)
 - 3) *Burnout: Awareness and Prevention Through Metaphor-Based Dialogue* (Melissa Johnson Carissimo)
 - 4) *There's a Metaphor in my Wine and She's Got Legs!* (Allison Creed, Gudrun Reijnierse, Lettie Dorst)

If you will be joining a workshop on June 27th, please pay for the workshop in cash (HK\$100 per workshop) at the registration desk prior to attending.

- **Lightning Poster Presentations**

Poster presenters will have two minutes to present the main findings and implications of the study using one Powerpoint slide in a "lightening presentation" format. After the lightning presentations are completed, presenters will go to the main foyer and stand by their posters during the coffee so they can discuss their studies with interested participants. Details can be found on the conference programme: <http://www.engl.polyu.edu.hk/events/raam/programme.html>

- **PhD Best Presentation Award**

The judges for the award this year are:

Prof. Andreas Musolff (RaAM President; Professor, University of East Anglia)
 Prof. Lily I-Wen Su (RaAM 12 Plenary Speaker; Professor, National Taiwan University)
 Prof. Chu-Ren Huang (Permanent Member, International Committee on Computational Linguistics; Chair Professor, The Hong Kong Polytechnic University)

- **Cocktail Reception**

On June 27th, there will be an outdoor cocktail reception (kindly sponsored by John Benjamins) for all conference participants. Local artisans (sponsored by the Hong Kong Tourism Board) will be on hand to show you how traditional Chinese crafts are created during the reception.

- **Conference Swag**

You will receive a lanyard and badge when you register, as well as a commemorative coffee tumbler so that you can fill it up during breaks with your beverage of choice and a conference folder, which will hold the conference schedule, a campus map, and other information. Please note we will not provide conference bags or printed abstracts. Abstracts will be available online on our website prior to the conference.

- **Reminder to pay membership dues prior to RaAM 12**

RaAM membership is required for presenting at this conference. If you haven't already paid your membership fee for 2018, please do so as soon as possible. More information can be found at <http://www.raam.org.uk/for-members/renew-membership/>. Please write treasurer@raam.org.uk if you have questions.



CAST YOUR VOTE!

RaAM Executive Committee Elections

A number of positions on the Executive Committee of the Association for Researching and Applying Metaphor are up for election this year.

Candidates:

Position of **Chair** (in alphabetical order): Kathleen Ahrens, Susan Nacey


Position of **Secretary**: Gill Philip

Position of **Postgraduate Liaison**: Jekaterina Sumanova

Position of **Ordinary member** (in alphabetical order): Marianna Bolognesi, David O'Reilly

Do not miss your opportunity to vote! Voting takes place **exclusively online** and is open until June 27th, 2018, 11.59PM (Hong Kong time [GMT+8]). Only paid-up RaAM members can vote.

If you wish to vote, you will have to get your own online voting card (<http://www.raam.org.uk/elections/>). It is fast and easy! Results will be announced at the AGM on June 28th and will be published online as soon as possible afterwards.



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

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

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

I borrow my opening words from a travel adventure book: *You can leave Hong Kong, but it will never leave you!*¹ What a tantaliser for our upcoming conference!

If you're attending RaAM 2018, be sure to join us for a dance party for PhD students on Friday 29th June. All are welcome, regardless of student/non-student status, age and most especially, dancing ability. There'll be a group going together by MTR (meeting at 7:15pm) or you can meet us at the party venue at 8pm. Further updates will be announced.

Another important reminder/announcement, please vote online for your new PG Liaison and other positions by June 27th (2018).

Turning to this edition of the newsletter, you'll find two exciting METAPHOR Column interviews with RaAM members. In the first, PhD student Tamara Kalandadze tells us about meta-analyses involving metaphor/figurative language and autism, and something that connects Georgia, Norway, Hebrew and palm trees! (see page 15). In the second, Bodo Winter discusses sensory linguistics, statistical modelling, asymmetries, and stinky cheese. Read the full interview on page 17.

The METAPHOR Column has been a regular feature since 2015. If you would like to interview an established academic for the MC, or be interviewed yourself, please email postgrad_liaison@raam.org.uk.

As a RaAM student member, you're also invited to join the [RaAM student directory](#). This is a great way to let others know what you're researching and to archive activities and achievements. To create your profile, simply email the information you'd like to include.

As I sign off for the last time as PG Liaison, I'd like to thank everyone who has supported me in this role over the past four years. The title disappears but the wonderful memories live on!

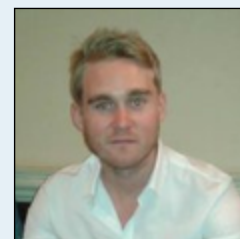
Best wishes,

David O'Reilly

RaAM Postgraduate Liaison & Development Officer

postgrad_liaison@raam.org.uk

¹ Vittachi, N. (2006). *Hong Kong: City of dreams (travel adventure series)*. Singapore: Periplus Editions



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

Upcoming events

RaAM 12 - International Conference of the Association of Researching and Applying Metaphor

27 - 30 June 2018

The Hong Kong Polytechnic University

Plenary speakers:

Raymond Gibbs Jr. (Univ. California, Santa Cruz)
Zoltán Kövecses (Eötvös Loránd Univ., Budapest)
Elena Semino (Lancaster University)
Lily I-Wen Su (National Taiwan University)

Deadline for abstract submission: 15 Nov 2017

[Details](#)

LCM 8 - International Conference on Language, Culture, and Mind

17 - 19 July, 2018

Denison University, Granville, Ohio, USA

Conference theme: Ecologies of Language and Mind

Plenary speakers:

Lorraine Code (York University, Toronto, Canada)
Dan Everett (Bentley University, Waltham, USA)
Harry Heft (Denison University, Granville, USA)
Asifa Majid (Radboud University, Nijmegen, NL)

[Details](#)

14th ALA conference - Towards Language Aware Citizenship

4-7 July, 2018

Vrije Universiteit Amsterdam

Keynote speakers:

Angela Creese (University of Birmingham, UK) James Cummins (University of Toronto, Canada) Gerard Steen (Universiteit van Amsterdam, NL) Elizabeth Stokoe (Loughborough University, UK)

[Details](#)

details on p. 7

Cultural Linguistics Conference

23 - 26 July, 2018

Landau in der Pfalz (Germany)

Current and Emerging Trends in Research on Language and Cultural Conceptualisations

co-organized by: 38th International LAUD Symposium (LAUD2018) and The Second Cultural Linguistics International Conference (CLIC2018)

[Details](#)

IACS3 - 2018 The Third Conference of the International Association of Cognitive Semiotics

13-15 July

Toronto, Ontario, Canada

Plenary speakers:

Eve Danziger (University of Virginia, US)
John M. Kennedy (University of Toronto, Canada)
Kalevi Kull (Tartu University, Estonia)
Irene Mittelberg (RWTH Aachen University, Germany)
Maxine Sheets-Johnstone (University of Oregon, US)
Göran Sonesson (Lund University, Sweden)

[Details](#)

RaAM
endorsed
event

CALL FOR PAPERS

**V INTERNATIONAL CONFERENCE
ON METAPHOR AND DISCOURSE**

Metaphor across cultures and social spheres

Castelló de la Plana (Spain), 8-9 November 2018

[Call details](#)

Please submit your proposal to: metaphor@fue.uji.es

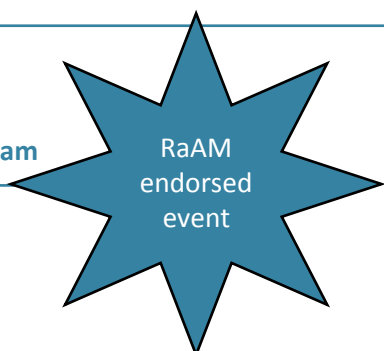
Metaphor Festival Amsterdam

30 Aug - 1 Sept , 2018
University of Amsterdam

Keynote speakers:

Raymond Gibbs (Univ. of California, Santa Cruz, US)
 Margot van Mulken (Radboud Univ. Nijmegen, NL)

[Details](#)

**PCLA Conference - "Multimodal Patterns in Cognition and Communication"**

24 - 26 Sept, 2018
University of Poznań, Poland

Invited speakers:

Barbara Dancygier (Univ. of British Columbia)
 Cornelia Müller (Europa-Universität Viadrina Frankfurt)
 Anatol Stefanowitsch (Freie Universität Berlin)
 Johanna Kissler (Univ. Bielefeld)
 Katarzyna Bromberek-Dyzman (Adam Mickiewicz Univ. Poznań)

[Details](#)

details on p. 7

Metaphors in Englishes around the world - 3rd International Workshop

20 - 21 Sept , 2018
University of Klagenfurt, Austria

Keynote speakers:

Raymond Gibbs (Univ. of California, Santa Cruz, US)
 Zoltán Kövecses (Eötvös Loránd University, Hungary)
 Hans-Georg Wolf (University of Potsdam)

[Details](#)

**DGKL-8 Eighth International Conference of the German Cognitive Linguistics Association**

26 - 28 Sept, 2018
University of Koblenz-Landau, Campus Koblenz

Plenary speakers:

Teresa Cadierno (Univ. of Southern Denmark)
 Jörg Roche (Ludwig-Maximilian Univ. Munich, Germany)
 Ute Römer (Georgia State Univ., USA)
 Anatol Stefanowitsch (FU Berlin, Germany)
 Mark Turner (Case Western Reserve Univ., US)

[Details](#)

11th AELCO International Conference

17 Oct - 19 Oct, 2018
University of Córdoba, Spain

Cognitive linguistic research in metonymy, metaphor, constructions and frames: Scope, models and methods

Plenary speakers:

Mario Brdar (University of Osijek, Croatia)
 Günter Radden (University of Hamburg, Germany)
 Francisco J. Ruiz de Mendoza Ibáñez (University of La Rioja, Spain)
 Leonard Talmy (University of Buffalo, New York, US)

[Details](#)

4th International Conference of Figurative Thought and Language FTL4

23 - 26 Oct, 2018
Catholic University of Portugal, Braga, Portugal

Plenary Speakers:

Kathryn Allan (University College London, UK)
 John Barnden (University of Birmingham, UK)
 Geert Brone (University of Leuven, Belgium)
 Gareth Carrol (University of Birmingham, UK)
 Dirk Geeraerts (University of Leuven, Belgium)
 Dylan Glynn (Universite Paris 8, France)
 Solange Vereza (Fluminense Federal University, Brazil)
 Esme Winter-Froemel (Trier University, Germany)
 Jordan Zlatev (Lund University, Sweden)

[Details](#)

CogLingDays8

13 - 14 Dec, 2018

Louvain-la-Neuve, Belgium

Plenary speakers:

Elma Blom (Universiteit Utrecht)

Bert Cappelle (Université de Lille)

Silva Ladewig (Europa-Universität Viadrina)

[Details](#)

14th conference of the Association for Language Awareness (ALA2018)

"Towards Language Aware Citizenship", Vrije Universiteit Amsterdam, 4-7 July 2018

Even though we are surrounded by language every day, many people go through life without being aware of its essential role. Language is often taken for granted and its possibilities and effects, however interesting, beautiful, or even dangerous, are sometimes overlooked. Language aware citizens are people who are able to perceive the effects language has on themselves and on others and who are able to critically engage with and use language accordingly in today's (multicultural) society: at work, at home, at school, within their communities, etc. They are conscious of attitudes and assumptions that may lie hidden within language used to describe the past, the present as well as the future and they understand the value of society's linguistic and cultural diversity.

So, what exactly is it that language aware citizens should know about? How do we make them aware? And to what effect?

The conference will consist of 120 papers and workshops, a poster session, 4 keynotes (James Cummins, Angela Creese, Gerard Steen and Elizabeth Stokoe) and a social event (a canal tour through Amsterdam + dinner). It should be of interest to researchers, teachers, teacher educators and their students. Metaphor will be represented by sessions on metaphor in medical and political discourse and a keynote by Gerard Steen on modes of metaphor awareness and resistance to metaphor.

The full program and information about registration can be found on: www.ala2018.com.

The local organizing committee,

Anne de la Croix, Sebastiaan Dönszelmann and Anna Kaal

PCLA Conference

"Multimodal Patterns in Cognition and Communication", Poznań, Poland, 24-26 September 2018

The Polish Cognitive Linguistics Association and the Faculty of English at Adam Mickiewicz University in Poznań are pleased to announce the 2018 annual PCLA conference, Cognitive Linguistics in the year 2018, to be held in Poznań, 24 – 26 September 2018. The leitmotif of the conference is Multimodal Patterns in Cognition and Communication.

The conference will be preceded by Empirical Methods in Linguistics Workshops on September, 23rd 2018 designed for PhD students. Scholars at more advanced stages of their careers are also welcome to participate.

Invited speakers

- Barbara Dancygier, University of British Columbia
- Cornelia Müller, Europa-Universität Viadrina Frankfurt
- Anatol Stefanowitsch, Freie Universität Berlin
- Johanna Kissler, University of Bielefeld
- Katarzyna Bromberek-Dyzman, Adam Mickiewicz University in Poznań

Organizing committee: Małgorzata Fabiszak, Anna Jelec, Iwona Kokorniak, Karolina Krawczak, Ewa Olszewska

Contact: PTJK2018@wa.amu.edu.pl Conference website: <http://wa.amu.edu.pl/ptjk2018>

Book Preannouncements

Cinematic-Metaphor group, Berlin/Frankfurt (Oder)

October 2018

Cornelia Müller and Hermann Kappelhoff: *Cinematic Metaphor. Experience – Affectivity – Temporality*. In collaboration with Sarah Greifenstein, Dorothea Horst, Thomas Scherer, Christina Schmitt. De Gruyter, forthcoming/October 2018. (ISBN: 978-3-11-057959-8)

The book offers a new theory for cinematic metaphor as performative action grounded in the dynamics of viewers' embodied intersubjective experiences with film. This theoretical framework characterizes both metaphor in audiovisual media and metaphor in multimodal interaction. The theory is illustrated with a rich variety of case studies from a broad range of media formats and face-to-face interaction including Hollywood movies, TV news, and dance lessons.

Sarah Greifenstein, Dorothea Horst, Thomas Scherer, Christina Schmitt, Hermann Kappelhoff, Cornelia Müller (Eds.): *Cinematic Metaphor II: Reflections on a Transdisciplinary Framework*. De Gruyter, forthcoming/October 2018. (ISBN: 978-3-11-061223-3)

Over past decades, metaphor has become a fascinating topic for a broad range of disciplines. This collection of essays reflects on the transdisciplinary approach formulated in *Cinematic Metaphor: Experience – Affectivity – Temporality*. It is an outcome of collaboration and intense discussions across disciplinary boundaries. Leading scholars explore cinematic metaphor from the perspectives of applied linguistics (Lynne Cameron, Alan Cienki), film and media studies (Michael Wedel, Kathrin Fahlenbrach), philosophy (Anne Eusterschulte) and psychology (Raymond W. Gibbs, Jr.).

November 2018

Dorothea Horst: *Meaning Making and Political Campaign Advertising. A Cognitive-Linguistic and Film-Analytical Perspective on Audiovisual Figurativity*. De Gruyter, forthcoming/November 2018. (ISBN: 978-3-11-057447-0)

Research on multimodal and audiovisual metaphor has paid little attention to the media character of audiovisual images. Here is where the book develops an alternative position. Exploring the role of metaphor and metonymy in German and Polish political campaign commercials, it provides insight into the dynamic nature and embodied affective grounds of audiovisual figurativity. It thereby challenges the dichotomy of political message and media effect.

Spring 2019

Christina Schmitt: *Wahrnehmen, fühlen verstehen. Metaphorisieren und audiovisuelle Bilder. (Perceiving, Sensing, Understanding. Metaphorizing and Audiovisual Images)* De Gruyter, forthcoming/Spring 2019. (ISBN 978-3-11-061322-3)

The book develops a transdisciplinary perspective on the interface between linguistic metaphor research based in language use and the film theoretic model of audiovisual media as movement images. Fine-grained analyses of various films – from Hollywood cinema to the format of a political magazine – show how metaphorizing is a cinematic thinking, structured by the performativity of audiovisual images.

September 2018

The second edition of *Analysing Political Speeches* by Jonathan Charteris-Black comes out in September 2018. This edition explores the use of rhetoric and metaphor of public figures including Emma Watson, Donald Trump, Julia Gillard and Lady Gaga. It examines the role of metaphor and other lexical and grammatical choices in speeches. The new edition:

- illustrates discourse theories with worked examples
- deconstructs political speeches in each chapter
- includes exercises with commentaries, suggestions for further reading and an extensive glossary
- contains a new chapter on ad hominem arguments and impoliteness
- demonstrates how blending theory can be applied in rhetorical analysis

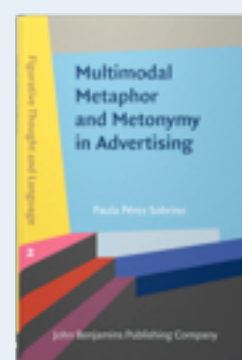
The second edition of *Analysing Political Speeches* brings theory to life with its practical, hands-on analysis of political discourse and is an indispensable resource for students of language and communication at all levels.

Jonathan Charteris-Black is Professor of Linguistics at the University of the West of England, UK.

Books

Pérez Sobrino, P. (2017). [*Multimodal Metaphor and Metonymy in Advertising*](#). Amsterdam: John Benjamins.

Metaphor and metonymy appeal to us because they evoke mental images in unique but still recognisable ways. The potential for figurative thought exists in everyone, and it pervades our everyday social interactions. In particular, advertising offers countless opportunities to explore the way in which people think creatively through metaphor and metonymy. The thorough analysis of a corpus of 210 authentic printed advertisements shows the central role of multimodal metaphor, metonymy, and their patterns of interaction, at the heart of advertising campaigns. This book is the first in-depth research monograph to bring together qualitative and quantitative evidence of metaphor-metonymy combinations in real multimodal discourse. It combines detailed case study analyses with corpus-based analysis and psycholinguistic enquiry to provide the reader with a prismatic approach to the topic of figurative language in multimodal advertising. Besides its theoretical contribution to the field of multimodal figurative language, this monograph has a wide number of practical applications due to its focus on advertising and the communicative impact of creative messages on consumers. This book will pave the way for further qualitative and quantitative research on the ways in which figurative language shapes multimodal discourse, and how it relates to our everyday creative thinking.

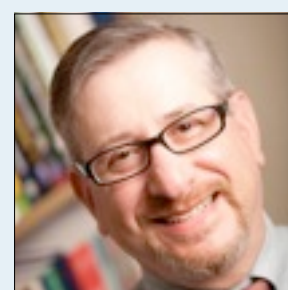
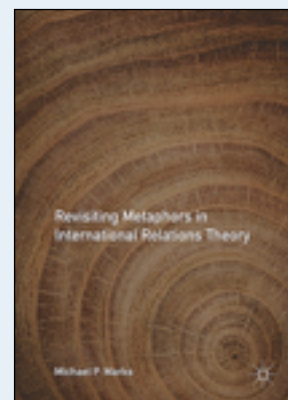


Books

Marks, M.P. (2018). *Revisiting Metaphors in International Relations Theory*. Cham: Palgrave Macmillan.

This book presents an analysis of how metaphors are essential elements in the study of international relations. It acknowledges the fact that theory and practice in international relations often rest on common metaphorical concepts which have implications for the ways people around the world pursue their lives. Because of the increased attention metaphors have received as integral elements in political discourse, there is a need to investigate metaphorical concepts that are not neutral in their implications for understanding international relations. Inasmuch as government policy is shaped by metaphorical concepts that originate in the academic realm, and given that scholarly works are therefore partially involved in inspiring policy, the author subjects a range of metaphors in international relations theory to critical interrogation.

Michael P. Marks is Professor of Politics at Willamette University in Salem, Oregon, US, and the author of a companion book *Metaphors in International Relations Theory* (Palgrave Macmillan 2011).



Semino, E. & Demjen, Z. (Eds.), *The Routledge Handbook of Metaphor and Language*. London; New York: Routledge.

The Routledge Handbook of Metaphor and Language provides a comprehensive overview of state-of-the-art interdisciplinary research on metaphor and language. Featuring 35 chapters written by leading scholars from around the world, the volume takes a broad view of the field of metaphor and language, and brings together diverse and distinct theoretical and applied perspectives (...)

Articles and book chapters

Holyoak, K., & Stamenković, D. (2018). Metaphor comprehension: A critical review of theories and evidence. *Psychological Bulletin*, 144 (6):641-671. <http://dx.doi.org/10.1037/bul0000145>

Krennmayr, T., & Steen, G.J. (2017). VU Amsterdam Metaphor Corpus. In J. Pustejovsky & N. E. Ide (Eds.), *Handbook of linguistic annotation* (pp. 1053-1072). Berlin: Springer Verlag.

Naciscione, A. (2018). *Metaphorical Conceptualization of Economic and Political Austerity: A Study in Political Discourse*. In: Kudsus, Winfried and Richard Trim (eds). *Metaphors of Austerity & the Austerity of Metaphors*. Paris: L'Harmattan, 105-127.

Latest issue of Metaphor and the Social World: 8 (1)

Articles

- Text metaphonymy: The interplay of metonymy and metaphor in discourse (Charles Denroche)
- The end of a long and fraught marriage: Metaphorical images structuring the Brexit discourse (Tatjana Đurović and Nadežda Silaški)
- Metaphor and the automatic mind (Raymond W. Gibbs, Jr. and Elaine Chen)
- “It’s like herding butterflies”: Simile-type comparisons and the interplay between similes and metaphors in radio discourse (Joanna Marhula)
- Metaphor-enriched social cognition and spatial bias in the courtroom (Bodo Winter, Joshua Daguna and Teenie Matlock)
- An analysis of Arabic metaphorical and/or metonymical compounds: A cognitive linguistic approach (Aseel Zibin and Abdel Rahman Mitib Salim Altakhaineh)

Book reviews

- Review of Gola, E. & F. Ervas, Eds. (2016) *Metaphor and Communication* (by Allison Creed)
- Review of Degani, M. (2015) *Framing the rhetoric of a leader: An analysis of Obama’s election campaign speeches* (by W.Gudrun Reijnierse)
- Review of Musolff, A. (2016) *Political Metaphor Analysis. Discourse and Scenarios* (by Inesa Šeškauskienė)

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](#).

New Projects

[Dr. Christian Burgers](#) (Department of Communication Science, Vrije Universiteit Amsterdam) was recently awarded a VIDI grant by the Netherlands Organization for Scientific Research (NWO) for his project *Contemporary Political Satire: Medium, Language, and Impact of Satiric News*. The project will run between 2018 and 2023. See below for a short description of the project:

Satiric news is often controversial by challenging current politicians. Consider online satiric newspaper The Daily Mash's attack on Brexit supporters: "Can we please hurry up and commit economic suicide? ask Brexit Tories". This headline uses metaphor (Brexit as economic suicide), hyperbole (hurrying towards suicide) and irony (ironic use of 'please'). Moreover, a key genre characteristic is that satiric news is inherently ironic, and, thereby, inherently figurative.

An important question is whether the power of satiric news (e.g., The Daily Show, De Speld) resides in individual linguistic utterances or in genre characteristics. As academic research has paid little attention to language in inherently figurative genres, we do not yet know how figurative language in satiric news is used across media to construct criticism, and which kinds of figurative language lead to which responses in which people.

In the project team, we conduct a comprehensive and systematic investigation of language use and effects in contemporary satiric news across media. To this end, we combine methods and insights from communication studies and linguistics in three subprojects. Through systematic review and meta-analysis, we establish whether an inherently ironic genre like satiric news functions similarly across online vs. offline media and modalities (textual, audiovisual). We use corpus analysis to study how figurative-language use in satiric news differs from regular news. Through lab experiments, we establish the roles of figurative language, genre knowledge and medium in the impact of satiric news.

Taken together, this project presents an integrative picture of satiric news in contemporary society. This knowledge informs societal debates on satire (freedom of speech vs. responsibilities of individual satirists) and offers a new approach to studying inherently figurative genres from an interdisciplinary, multiple-methods approach.

Project update

Resistance to Metaphor, Metaphor Lab Amsterdam

The 'Resistance to Metaphor' programme elaborates an innovative analytical framework in theoretical and empirical terms in order to answer the question when and how people can resist metaphor, and why. The programme comprises six different but complementary research projects: four PhD projects, which started in September 2016, and two post-doc projects, which started in January 2017.

PhD Projects

Resistance to Metaphor in Public Discourse

Dunja Wackers (supervisors: José Plug and Gerard Steen) studies resistance to violence-related metaphors for cancer in public discourse.

Resistance to Metaphor in Science

Andreas Bilstrup Finsen (supervisors: Jean Wagemans and Gerard Steen) investigates resistance to the computer metaphor of the brain in scientific texts in cognitive science and philosophy of mind.

Resistance to Metaphor in Government and Politics

Kiki Renardel de Lavalette (supervisors: Corina Andone and Gerard Steen) explores how metaphors are used for argumentative purposes and how such metaphors are countered in British Public Bill Committee debates.

Metaphor Use in Chinese Aphasia Health Care

Jie Fu (supervisor: Gerard Steen) examines the use of metaphor by people with aphasia and investigates whether people with aphasia resist certain metaphors.

Postdoc Projects

Modelling Resistance to Metaphor in Argumentative Discourse

Lotte van Poppel develops a theoretical framework for analysing the functions of metaphors in argumentative discourse and how they can trigger resistance.

Testing Resistance to Metaphor

Roosmaryn Pilgram aims to test a model of metaphor resistance that shows which conditions induce resistance to metaphor and how these conditions relate to each other by means of a series of experimental studies.

On behalf of all project members,
Kiki Renardel

Doctorate Degrees

Deborah A. Kirby, California Institute of Integral Studies

The imaginal wisdom of metaphor: a theoretical exploration of pictorial metaphor as a generative source to induce organizational transformation

Committee Chair: Joanne Gozawa, PhD

Abstract:

The underlying situation prompting this theoretical inquiry was how transformational change within organization settings has continued to fail at a rate of 50 to 75% for 40 years. A critical probe into the genesis of the organization and organization theory, culture, metaphor, and change led to an understanding of the ways in which the dominant discourses provoke at least four unfavorable conditions for organizational transformation. An extensive examination into the entanglement of these conditions provided insights about the complex and often imperceptible nature of organizational culture and its metaphoric representations, and the inherent, though underutilized, quality of metaphor to navigate cultural undercurrents such as the seen and unseen, explicit and implicit, literal and symbolic, conscious and unconscious as well as reason and emotion.

Metaphor, from a social constructionist perspective, transcends ordinary linguistic expressions to play a central role in intersubjective knowing and sensemaking and, in this inquiry, transitions from a verbal, cognitive state into the pictorial realm as participant drawings. Using a transdisciplinary lens comprised of transformative learning theory, appreciative inquiry, and mindful organizing, pictorial metaphor is positioned as a source of generativity for liberating organizational imagination and latent knowing by letting organizational members (literally) see existing conditions differently in order to create possibilities, actions, and outcomes not accessible through the rational, analytic approaches of prevailing theory, research, and practice. Imaginal metaphor inquiry, a term coined in this dissertation, is a proposed imaginal-dialogic process using pictorial metaphor as a generative source to induce sustainable organizational transformation.

Joseph George Tomei, University of Birmingham

Using Multimodal Extended Metaphor Prompts to Induce the Production of Figurative Language in Low-Intermediate Japanese Learners of English

Supervisor: Prof. Jeannette Littlemore

Abstract:

It has been over 35 years since the publication of Reddy's 1979 study of the metaphors for communication, an article that could be said to mark the starting point of Conceptual Metaphor Theory. However, despite the understanding that metaphor and figurative language are fundamental to language, in that time there has been little progress in introducing metaphor into the L2 classroom, especially at lower levels.

This thesis argues that learners at this level have figurative resources that have not yet been acknowledged, but could be key elements in developing an L2 metaphor pedagogy. To explore this possibility, a mixed methods investigation of the effect of multimodal writing prompts based on extended metaphors was conducted with two cohorts of low-intermediate Japanese university students. The mixed methods data analysis revealed not only that the presentation of one extended metaphor could 'activate' metaphorical knowledge of other extended metaphors and induce the production of metaphoric language, but that multimodal material provides an as yet unexploited resource for an L2 metaphor pedagogy.

Khadidja Merakchi, University of Surrey

Viva voce on the 25 January 2018. Outcome: PhD awarded subject to minor revisions

The Translation of Metaphors in Popular Science from English into Arabic in the domain of Astronomy and Astrophysics

Supervisors: Prof. Sabine Braun & Prof. Margaret Rogers

Abstract:

Popular science articles are nowadays a key component of the scientific writing landscape: science is not only popularised through a recontextualization of a primary scientific discourse to fit the knowledge and expectations of a broader audience, but then disseminated further through translation. This recontextualization is often achieved using metaphors to help the non-expert reader to access complex and abstract scientific concepts based on shared author-reader experiences, which are, however, not necessarily shared with the new target culture audience, potentially endangering cross-linguistic communication of the scientific content.

This thesis explores the nature and role of metaphors used in the genre of popular science articles dealing with Astronomy and Astrophysics in English original texts published in Scientific American, and its Arabic translation *Majallat Al Oloom*. It aims to identify the translation strategies used to render metaphors that fulfil a pedagogical function with a focus on those embedded in highly culture-specific conceptual domains.

To achieve these aims, a multidimensional framework combining a conceptual approach with linguistic and functional elements was devised to capture the complexity of metaphor from a translation perspective, especially between languages of differing diffusion where English is a global lingua franca. A bilingual corpus was compiled (circa 150,000 words) and analysed quantitatively and qualitatively.

The study shows that linguistic metaphors used in the source texts fulfil mainly a pedagogical function and are often embedded in highly culture-specific domains, presenting challenges for translation. A wide range of strategies was identified in the translation of these metaphors, where the same conceptual metaphor is often reproduced in the target text by combining many strategies (couplets). This results in new metaphors in the target system that are argued to achieve a dual purpose: they facilitate access to scientific concepts communicated in the source text by unpacking the metaphorical images for a new audience; and they contribute to the enrichment of the target-language system.

Scandinavian Research Network - please join!

In the aftermath of the RaAM 2017 specialized seminar in Denmark we have decided to establish a Scandinavian research network focused on metaphor and figurative language in Scandinavia. The constituting meeting will be held at Umeå University, Sweden on September 24-25, 2018. The network is intended to benefit cooperation across countries and potentially help develop the understanding of metaphors in Scandinavian languages and/or among metaphor scholars based in Scandinavia. Please find information and a short questionnaire [here](#).

Linda Greve in collaboration with Marlene Johansson Falck and colleagues at Umeå University

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METAPHOR
COLUMN*interview by David O'Reilly*

M is for **Meta-analysis**. You have conducted several meta-analyses involving metaphor and figurative language. Could you tell us about these?

Yes, together with my colleagues I've conducted two meta-analyses involving metaphor/figurative language. The first meta-analysis, published in *Autism*, concerned all types of figurative language comprehension in individuals with autism spectrum disorder (ASD) compared to typically developing (TD) controls. We found that although individuals with TD did significantly better than individuals with ASD at the group level, it was not necessarily the ASD diagnosis, rather other factors such as group matching (language-matched vs. not language-matched ASD and TD groups) and trope differences (metaphor vs. irony) that could explain some of the within- and between-study variance. We observed several methodological flaws related to the ways metaphor comprehension was assessed and wanted to further examine this aspect. Therefore, in the second review and meta-analysis we focus on the properties of metaphor comprehension tasks and their influence on the outcome.

E is for **Educational Sciences**, the faculty to which you belong. What kind of research goes on in your faculty, and what is it like to work there?

The Faculty of Educational Sciences at the University of Oslo comprises three departments: The Department of Education, The Department of Teacher Education and School Research, and the Department of Special Needs Education to which I belong. Therefore, the research at the faculty covers the broader field of educational sciences. What I like most is that you can easily find some interesting events, courses, open lectures, seminars, conferences etc. In general, the University of Oslo is a great place to study and work.

T is for **'Tamar'** and **'Tamara'**. I notice you use both variants of your name. Could you tell us something about this, and how it links to your heritage?

This is an inevitable question! Thanks for asking! Well, my country of origin is Georgia. However, 'Tamar' actually comes from the Hebrew meaning 'palm tree'. Before I left Georgia for my studies in Norway, I never thought that much about my name. 'Tamar' is the 'correct' Georgian version because in contrast to, for instance, Slavic languages, Georgian does not assign a-ending to differentiate the gender. Georgian is a gender-neutral language, it does not mark female names with an 'a' or 'e', perhaps because it is a Kartvelian (rather than Indo-European) language. I'm not sure. The gender-neutrality concerns apparently both common and proper nouns. For example, we have a female name 'Nino', but not 'Nina', and plenty of other examples. In Norway, however, the 'correct' version is 'Tamara'; a bit confusing for both Norwegians and (in particular) me :-).

A is for **Autism Spectrum Disorder**, a major part of your PhD! What is the connection between this disorder and metaphor?

Yes, that's right. A lack of metaphoric competence has traditionally been considered a common feature of ASD. However, from more recent (and better-quality) studies, we know that not all individuals with ASD have problems understanding metaphor (at least not in the test-situation). Furthermore, not only individuals with ASD, but also other



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conditions may experience these difficulties. Now we are more aware that the metaphor comprehension problems individuals with ASD often (but not always) experience may be related to their linguistic and conceptual/world knowledge, rather than their diagnosis *per se*. We still don't know how, exactly, the language and cognitive abilities contribute to metaphor comprehension within the ASD population. The difficulty lies partially in the near impossible task of teasing apart the separate contribution of, for instance, Theory of Mind (ToM) and language ability, since they are so interrelated. In past research, the role of task demands (the focus of our systematic review and meta-analysis) has not been given much attention. Also, the lack of longitudinal and intervention studies with large samples makes it impossible to understand what causes these difficulties in many individuals with ASD, although systematic reviews and meta-analyses may provide a useful basis for designing intervention studies to remedy this.

P is for Public impact. This seems to be an important dimension of your work. Could you tell us about any non-university organizations you collaborate with, and the potential public impact of your research?

This aspect is really important and I'm glad you asked about it. I do hope that the findings from my study will directly or indirectly help those who struggle with making sense of and using more advanced language. We need to create better learning and communication opportunities for them. For example, I'm in contact with an autism association in Norway, who have invited me to present my research to the parents of children with ASD, something I will do after I submit my thesis. Also, I plan to create resources for teachers explaining how they can teach metaphor comprehension strategies to students with language and communication disorders and/or to bi- or multilingual students. Actually, these kinds of resources can be beneficial for all students, regardless of their prerequisites and background.

H is for Hope. What do you hope to do after the PhD?

I hope to continue researching metaphor/figurative language comprehension in ASD and in other groups including TD individuals. I'm especially interested in combining online (e.g., eye-tracking) and off-line measures to better understand metaphor and in general, language processing in so-called 'atypical' development. My hope is also to do some research in Georgia, since the fields of figurative language and ASD are, in general, under-researched topics there. So many ideas, so little time! :-)

O is for Other. What other interests do you have, outside of your academic work?

Translation comes first. My educational background is in interpreting and translation. Mainly, I translate from Norwegian to Georgian. Translation gives me the possibility to 'live' with the two 'languages of my heart'. I particularly love to translate Norwegian children's books, which are so characteristically Norwegian and simply wonderful :-). Translation also gives me the unique opportunity to compare metaphors in two different languages. Since metaphors reflect cultural values and mentality, they give me interesting insight into two completely different cultures (i.e., Norwegian and Georgian). Another interest I have is reading children's books with my daughter Anna. I also love traveling (spending parts of my childhood in the closed space of the Soviet Union makes this even more exciting) with my family, and cooking on Saturdays and Sundays :-).

R is for Request for advice. Linking back to the first question, could you offer advice for anyone seeking to conduct meta-analytic work involving metaphor?

Conducting systematic reviews and meta-analyses is important in metaphor research since, at least in ASD, individual studies have yielded distinct results. Meta-analyses can help us find out what different studies, taken together, can tell us about metaphor comprehension and its underlying factors. Also, conducting meta-analyses involves careful examination of the quality of the studies included, with the objectives of pinpointing weaknesses and coming up with recommendations for future studies and practice. This is essential!

I would say that the general principles and rules for conducting meta-analyses in general apply well to metaphor research. One thing that confused me when I started working on my first meta-analysis was that some of the studies differentiated between novel versus conventional metaphors. In such cases, we should know how to handle multiple outcomes within the study. For example, different data from the same sample are not independent and should be treated accordingly. One of the challenges of doing metaphor research in ASD is the small number of relevant studies. This makes it impossible to examine certain variables that may have potentially affected the results. Another challenge I've encountered is that several studies have investigated a mixture of tropes, for instance, metaphors and idioms. In any case, discussions between the research-team members, from the earliest stage onwards, are essential for

determining the inclusion-exclusion criteria. Here, I might add that the quality of a systematic review or meta-analysis depends on the expertise of the team members and, not least, on the collaboration between them.

Because of the lack of a 'gold standard' of a metaphor task, we see all kinds of tasks of varied quality. Often, the stimulus is not included in the paper and information regarding the task is scarce. This makes it difficult to know what has actually been examined and how this has been done. In such cases, authors need to be contacted and asked whether they can provide the information required for meta-analysis. Another key to doing meta-analytic work well is to have a good knowledge of underlying theories and how the experimental process seeks to investigate these. Although this is not unique for metaphor studies, the complex nature of metaphor makes this even more important.

M E T A P H O R	THE METAPHOR COLUMN
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M² is for **More than one book**. You have two books coming out in the very near future. Could you tell us more about these, and where we can find them?

My book “Sensory Linguistics: Language, Perception and Metaphor” is currently under review. The book brings together my research on the perceptual vocabulary of English, sensory words such as “sweet”, “pink” and “rough”. Among other things, I show that taste and smell words are overall more emotionally valenced. For example, there is a whole bunch of highly negative smell adjectives in English (“pungent”, “stinky”, “rancid”, “reeking”, “stinky”). Overall, there are more visual words and visual words are also more frequent. I then show that these basic facts about the sensory vocabulary explain some of the asymmetries that have been stated about so-called “synesthetic metaphors”, such as when English speakers speak of “sweet melodies” or “rough tastes”.

My second book is a textbook that introduces “Applied Statistical Modeling with R” to linguists. In the spirit of the stats tutorials I host on my website (www.bodowinter.com), I am trying to introduce complex statistical ideas in an intuitive and accessible fashion via linguistic examples.

E is for **Exploring (English) sensory words**. This has been one of your key research concerns to date. What has your work in this area involved and what have you discovered?



Bodo Winter is a Lecturer in Cognitive Linguistics at the University of Birmingham in the Department of English Language and Linguistics. He received his PhD in Cognitive & Information Sciences from the University of California, Merced.

Bodo's research focuses on metaphor, iconicity, perceptual language and gesture. His research combines corpus-based approaches with experiments and the analysis of cross-linguistic datasets. Bodo is also interested in improving quantitative methodologies in our field, writing tutorials and textbooks on statistical methods and teaching statistics at workshops and summer schools.

As there are lots of them, there is much to say about sensory words. I'm currently most excited about a new cross-linguistic study where we show for a set of about 200 of the world's languages from different language families that words for rough concepts are much more likely to contain trilled R's. In English, this pattern is exemplified by words such as "abrasive", "prickly", "rough", "rugged", "scruatchy", "rocky", "grainy" and "bruistly". So, R is for rrrrrrough!

T is for **Theory**. In which areas do you think future theory-building on metaphor might viably be pursued?

I think metaphor research is ready for a theoretical revolution, and there is a host of issues that are currently unresolved—what a great time to be doing metaphor research!

I find the role of asymmetry particularly central to my research (much of it upcoming, stay tuned!). In particular, I wonder what it really means when we say that metaphors map from "concrete" sources to "abstract" targets, and I'm currently exploring different quantitative predictors of metaphorical asymmetries.

Important opportunities for theory-building also relate to the interactions and overlap between different metaphors, especially Walker and Cooperrider's (2016) exciting "Continuity of Metaphor" hypothesis. For example, English speakers can think of mathematical concepts in terms of size ("big number"), vertical space ("high number"), or in terms of horizontal space (as on a number line). Are these patterns mutually exclusive? In which contexts does each metaphor prevail?

In general, I think we need a willingness to actually question the fundamentals and perhaps even go back to the drawing board. We should also avoid nuance and aim for higher levels of abstraction. I'm deeply inspired by Healy's (2017) paper "Fuck nuance", which I make an obligatory reading for all my students.

A is for **Activities**. What activities are currently keeping you busy?

I'm organizing a "Statistics for Linguists" summer school at the University of Birmingham. In addition, I'm involved in the organization of the next UKCLA, which will be hosted in Birmingham. On top of that, being a General Editor for *Language and Cognition* and guest-editing a special issue on data analysis for *Journal of Phonetics* keeps me busy.

P is for **Politeness**, another area you are interested in. What does this work involve and where (if at all) does metaphor come in?

Well in all honesty, there is not so much overlap between my politeness work and my metaphor work at all at the moment! In this strand of research, we look at how speaking politely affects one's voice and gestures. We focus on East Asian languages, in particular Korean and Japanese, as these have very elaborate grammaticized systems of honorification.

H is for **Horror movies**! What did your work on these discover?

There is a lot of exciting work on multimodal metaphors that focuses on metaphors in film. In my small contribution to this body of work, I wanted to focus on some of the more obvious aspects. Horror movies use the source domains of darkness and low vertical space ubiquitously, and in my 2014 *Metaphor & Symbol* paper on this topic, I show how "DARKNESS IS FEAR" and "BAD IS DOWN" metaphors are encoded into horror movies from the micro-scale of individual images to the macro-scale of entire story arcs.

O is for **Other**. What are some of your other interests, outside of academia?

I love "loud" techno music, "pungent" tastes and "stinky" cheese. Coffee is important too.

R is for **Recommendations**. And finally, what would you recommend for researchers seeking to employ more rigorous quantitative methods to metaphor research?

I recommend learning a programming language, which is a massive boost to the types of questions one can ask as a researcher. In particular, the “R” software environment for statistics is an absolute must. If you’ve never programmed, it will be quite daunting at first, and certainly very frustrating at times. But once you are over the initial hurdle and have managed to curtail your fears, it is going to be extremely rewarding. What is good about R is that there is a whole online market of free educational resources that you can tap into. The R community is vibrant, especially in linguistics.

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