

RAAM 2019 SPECIALIZED SEMINAR: METAPHORS AT THE INTERSECTION OF MULTIPLE DISCIPLINES

Metaphor is a central component of human cognition and communication. While metaphors can be studied for their own sake from a linguistic perspective as a process of meaning extension at various levels (be it morphological, lexical or syntactical) or as a rhetorical device used in argumentation, metaphor studies have broadened their scope and touched upon many other scientific domains among the cognitive and social sciences. As a result, metaphors have become a central topic in many disciplines, including linguistics, philosophy, psychology, psycholinguistics, neurolinguistics, communication studies, political science, education science or translation studies.

This diversity in research themes and disciplines is reflected in a variety of materials and methods that are used to study metaphor. Some of these tools have been used to identify specific metaphorical (or other types of figurative) expressions in spoken and written corpora (MIP(VU), DMIP, HIP) or to see how these metaphors connect to broader patterns of meaning in discourse (Discourse Dynamics Approach to metaphor, Metaphor-led discourse analysis, metaphor scenarios, Critical Metaphor Analysis). Experimental methods have been used to explain how (different types of) metaphors are processed (reaction times, reading times, eye movements) or what their effect can be on representations and behaviours (perception experiments).

Beyond these simple, non-exhaustive yet fascinating observations, the aim of this seminar is to highlight the intrinsic interdisciplinary nature of metaphor studies, by questioning its cross-fertilization potential: what kinds of theoretical and methodological insights can metaphor studies bring to other scientific disciplines? Does the contribution of metaphor go beyond the conceptual and linguistic structuring of abstract concepts that are central in these disciplines? Moreover, what can metaphor studies gain from these privileged contact with different disciplines, theoretically as well as methodologically? And above all: do metaphors really matter in our understanding of social interactions?

The seminar will be structured around plenary talks, methodological workshops, themed sessions and general sessions.

METHODOLOGICAL WORKSHOPS

***WORKSHOP 1: Fantastic visual metaphors and where to find them* – Dr. Marianna Bolognesi (Oxford University, Faculty of Medieval and Modern Languages)**

In this workshop we will first briefly address the definitions and terminology used to describe metaphorical images, their variability across genres, their combination with other figures (typically: metonymy), and the various dimensions of meaning at which their metaphorical structures can be formalized into A-IS-B statements. We will pay particular attention to those cases that are *not* discussed in the literature on visual metaphors, because they are particularly challenging for current theories of visual metaphor. Interesting examples will be displayed and discussed with the participants (everyone's opinion is welcome, you do not need to be an expert in this field).

We will then work together and in groups on the application of the VisMip procedure (Steen 2018), to identify visual metaphors in the wild. We will base our analyses on the images included in the corpus VisMet 1.0 (<http://www.vismet.org/VisMet/>). Finally, we will play a game through which we will test to what extent our individual interpretations of visual metaphors overlap with one another.

References:

Steen, G. (Ed.) (2018). *Visual Metaphor: Structure and Process*. Amsterdam: Benjamins.

WORKSHOP 2: Measuring the effect of metaphors: the use of experimental surveys – Dr. Julien Perrez (Department of Linguistics, University of Liège) & Dr. François Randour (Department of Political Science, University of Louvain)

The workshop will be divided in **three main units**.

1. The first part will discuss **experiments as a method**: what is an experiment? What are the differences with other methods? What are the main steps in conducting a (good) experiment? (Do & Don't)
2. The second part focuses on **experiments and metaphor studies**.
3. The last part of the workshop will present **concrete examples of studies** as well as a **group discussion on a specific case**, aiming at fostering discussions among participants.

If possible, we would like to invite the participants to this workshop to have a look at the three following articles (**email francois.randour@uclouvain.be** if you want access to the articles).
- Steen, Reijnierse, Burgers (2014) ; Boeynaems, Burgers, Konijn, Steen (2017); Perrez & Reuchamps (2015) (articles used for the third part of the workshop).

WORKSHOP 3: The Defaultness Hypothesis: Metaphor, Sarcasm & Metaphorical Sarcasm – Dr. Rachel Giora (Department of Linguistics, Tel Aviv University)

First part: On the Creativity of Negation: Experimental Studies

In this talk, prof. Giora will present experiments dealing with default negative metaphors and their processing and default negative sarcasm and its processing.

Readings (download from Rachel Giora's homepage):

1. Giora, Rachel, Livnat, Elad, Fein, Ofer, Barnea, Anat, Zeiman, Rakefet & Berger, Iddo. (2013). Negation generates nonliteral interpretations by default. *Metaphor and Symbol*, 28, 89–115.
2. Giora, Rachel, Shir Givoni & Ofer Fein (2015). Defaultness reigns: The case of sarcasm. *Metaphor and Symbol*, 30/4, 290-313.

Second part: On the Creativity of Negation: Corpus-based Studies

In this talk, prof. Giora will present studies dealing with default metaphors and sarcasm how they affect text production.

Readings (download the first from Rachel Giora's homepage):

1. Giora, Rachel, Fein, Ofer, Metuki, Nili, & Stern, Pnina (2010). Negation as a metaphor-inducing operator. In: L. Horn ed., *The Expression of Negation*, 225-256. Berlin/New York: Mouton de Gruyter.

2. Becker, Israela & Giora, Rachel (2018). The Defaultness Hypothesis: A quantitative corpus-based study of non/default sarcasm and literalness production. *Journal of pragmatics*, 138, 149-164 (article available on: <https://www.sciencedirect.com/science/article/pii/S0378216618302194>)