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RaAM

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

Message from the chair

The field of metaphor research is expanding every year, with more conferences, journal articles, and books on topics related to researching and applying metaphor than ever before. As the leading international society on metaphor research, RaAM would like to lead the way in this expansive growth in metaphor research. With this in mind, **from 2020 onwards the RaAM conference will be held every year**, instead of every two years, so as to provide the opportunity for more researchers to present their work to colleagues in the field.

Thus, the upcoming workshop in **Liege**, Belgium (page 2) will be the last RaAM workshop for the foreseeable future and it promises to be unforgettable (and very conference-like) with three keynote speakers, three workshops, a themed session, and four parallel sessions over two days. Then, in June 2020, we will have the opportunity to visit Hamar, Norway for the 13th International RAaM Conference. As for 2021, it's up to you! If you are interested in hosting a future RaAM conference, please see the information on page 11. We look forward to seeing you at a RaAM event in the near future!

Kathleen Ahrens, Chair of RaAM

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.

Highlights

RaAM Seminar, p. 2

The upcoming seminar will take place in Liège on 16-17 May 2019

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Want to organize the 2021 RaAM conference?

Metaphor column 1, p. 7

RaAM member Pauline Heyvaert interviews Julien Perrez

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RaAM Postgraduate Liaison Jekaterina Sumanova poses eight questions to Carina Rasse

Metaphor studies at the intersection of multiple disciplines

ULiège (Belgium) 16 May – 17 May 2019



This year's seminar aims at highlighting the intrinsic interdisciplinary nature of metaphor research, by questioning its cross-fertilization potential. It will bring together metaphor scholars from all around the globe and representing a wide array of research disciplines. The seminar will be structured around **methodological workshops**, **plenary talks**, **general sessions**, one **themed session** and last, but not least, a unique **social program**.

First, the seminar will kick off with different **methodological workshops**, all of them reflecting the transdisciplinary nature and possible approaches to metaphor research:

- *Fantastic visual metaphors and where to find them*, Dr. Marianna Bolognesi
- *Measuring the effect of metaphors: the use of experimental surveys*, Dr. Jérémy Dodeigne
- *The Defaultness Hypothesis: Metaphor, Sarcasm & Metaphorical Sarcasm*, Prof. Rachel Giora

The confirmed **keynote speakers** are:

- *Dr. Christian Burgers* (Vrije Universiteit Amsterdam)
- *Dr. Seana Coulson* (University of California San Diego)
- *Dr. Cristina Soriano* (University of Geneva)

Finally, one **themed session** focusing on eye-tracking for figurative language research will also be part of the program.

Of course, a RaAM-event would not be complete without a unique **social program**! This year, the local organizing committee will welcome the participants on the first evening with a **Beer & Cheese Welcome Reception**. Following the reception, we will take our PhDs on a unique adventure for the annual **PhD Event**: a bar crawl offering our participants to discover Liège by night. The second and final evening of the seminar will consist of a **guided tour of the beautiful historical city centre** followed by the traditional **conference dinner** to close the conference.

The entire conference program can also be found on the [conference website](#).

Key information

When? 16 – 17 May 2019

Where? University of Liège, Belgium

Website: <https://raam2019.sciencesconf.org/>

Local Organising Committee

Prof. Julien Perrez (University of Liège)

Dr. François Randour (University of Louvain)

Pauline Heyvaert (PhD, University of Liège)

Facebook: <https://www.facebook.com/events/2077135252306432/>

If you have questions, please do not hesitate to contact the organising committee.

Looking forward to welcoming you all in Liège !

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

Here is a quick update on student matters.

For this edition's **METAPHOR column interview**, I talked to Carina Rasse, an enthusiastic PhD student and an active member of RaAM, about poetic metaphors, art, her research visit to Lancaster University, experiments, and much more. You can read this inspiring interview with Carina on page 18.



For the **METAPHOR column interview with an established academic**, Pauline Heyvaert interviewed her academic advisor prof. Julien Perrez about his academic experience and expertise, metaphors in political discourse and their impact on people's perception of politics (see page 7).

If you are attending the **RaAM specialised seminar in Liège** (Belgium), join us on the evening of Thursday 16th May for the **PhD event**. The event promises to provide a unique opportunity to discover Liège and its nightlife. The program includes a visit to three typical "liègeois" bars with a wonderful setting, a choice of 300 beers brewed in Belgium and pèket (a special kind of drink only found in Liège). Please note that all student members attending the seminar are welcome to join the event.

Another important reminder is that the 13th RaAM conference will be held at Inland Norway University of Applied Sciences from 18 - 21 June 2020. The call for papers will open in late May 2019. Stay tuned by following the updates on the RaAM website, the conference website, or Twitter, Facebook and Instagram @RaAMconf #2020INNmetaphor (and see p. 10 of this Newsletter).

Finally, do not forget that as a RaAM student member, you are invited to join the RaAM student directory, contribute to the METAPHOR column by interviewing an established academic, or to be interviewed yourself. If you would like to engage in any of the above mentioned activities, please email me at postgrad_liaison@raam.org.uk for more information.

Best wishes and see you soon.

Jekaterina Sumanova

RaAM Postgraduate Liaison

postgrad_liaison@raam.org.uk

Upcoming events

Metaphor and Manipulation

17 May, 2019

University of Lyon, France

Keynote speakers:

Jonathan Charteris-Black (Univ. of the West of Engl.)

Herb Colston (Univ. of Alberta)

[Details](#)

SALC VII, The 7th Conference of the Scandinavian Association for Language and Cognition

22-24 May, 2019

Aarhus University, Denmark

Invited speakers:

Morten Christiansen (Cornell University, Ithaca)

Judith Holler (Max Planck Institute, Nijmegen)

Sean Roberts (University of Bristol, UK)

Sophie Scott (UCL, London)

Alexander Huth (University of Texas, Austin)

Ewa Dabrowska (University of Birmingham, UK)

[Details](#)

8th International Biennial Conference of the French Association for Cognitive Linguistics (AFLiCo)

5-7 June, 2019

University of Haute Alsace, Mulhouse, France

Keynote speakers:

Laura Hildalgo Downing (Universidad Autonoma, Madrid, Spain)

Andreas Langlotz (University of Basel, Switzerland)

Jeannette Littlemore (University of Birmingham, UK)

Elena Semino (Lancaster University, UK)

Hans-Joerg Schmid (LMU Munich, Germany)

Mark Turner (Case Western Reserve University, USA)

[Details](#)

6th European and 9th Nordic Symposium on Multimodal Communication

9-10 September, 2019

University of Leuven, Belgium

[EXTENDED Call for papers](#) (deadline 10 May)

15th International Cognitive Linguistics Conference (ICLC-15)

6-11 August, 2019

Kwansei Gakuin University, Nishinomiya, Japan

Plenary speakers:

William Croft (University of New Mexico)

Nick Enfield (University of Sydney)

Martin Hilpert (Université de Neuchatel)

Sotaro Kita (University of Warwick)

Jeannette Littlemore (University of Birmingham)

Sally Rice (University of Alberta)

[Details](#)

3rd Experimental Pragmatics in Italy Conference (XPRAG.it 2019)

19-20 September, 2019

University of Cagliari, Italy

Invited speakers:

Raymond Gibbs (Univ. of California, Santa Cruz)

Courtenay Norbury (University College London)

Martin Pickering (University of Edinburgh)

Deirdre Wilson (University College London)

[Details](#)

XXV National Meeting of the Italian Society for the Philosophy of Language (SFL 2019)

23-25 October, 2019

University of Cagliari, Italy

Invited speakers:

Zoltan Kövecses (Eötvös Loránd Univ., Budapest)

Nicolas Harkness (Harvard University)

Clotilde Calabi (Univ. Statale di Milano)

Cristina Meini (Univ. degli Studi del Piemonte Orientale)

Mauro Serra (Univ. degli Studi di Salerno)

Isabella Pezzini (Univ. di Roma "La Sapienza")

Claudio Paolucci (Univ. di Bologna)

Fausto Caruana (Univ. di Parma)

Felice Cimatti (Università della Calabria)

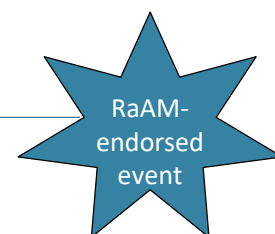
Anna Borghi (Università di Roma "La Sapienza")

[Details](#)

Upcoming events

Researching Metaphor – Cognitive and Other

13-15 May, 2019
University of Genoa, Italy



Plenary speakers:

- Marc Bonhomme
- Jonathan Charteris-Black
- Monika Fludernik
- Ray Gibbs
- Zoltan Kovecses
- Gerard Steen
- Rita Temmerman

Details: <http://www.lcm.unige.it/CALL/?op=cfp>

The Body Politic Metaphor in Discourse, Past and Present

On **11-12 October 2019** the Division of Humanities at the University of Otago will host the international colloquium 'The Body Politic Metaphor in Discourse, Past and Present', in collaboration with the Centre for Cross-Cultural Discourse Studies and the School of Foreign Languages, both at the University of Fuzhou, China.



The body politic metaphor has a long history stretching from antiquity to the present, across cultures from Western Europe to East Asia. No wonder, then, the body politic metaphor has attracted scholarly attention not only from metaphor scholars but also from historians, political scientists, literary scholars and others. The colloquium will examine various aspects of the metaphorical discourse on the body politic from multi-disciplinary perspectives. The diachronic and cross-cultural approach to the body politic metaphor in this colloquium aims to enhance our global understanding of a metaphorical dimension of contemporary political discourse.

Keynote speakers

- Professor Andreas Musolff (University of East Anglia)
- Professor Roslyn Frank (University of Iowa)
- Professor Hong Pan (University of Fuzhou)

Call for Papers

We welcome papers that discuss any aspects of the body politic metaphor: the cross-domain mapping between the body and the political community such as the state, the country, the empire, the nation and the like. Abstracts of approx. 200 words for 20-minute papers may be submitted to bodypoliticotago@gmail.com until **15 June 2019**.

More information is available on the colloquium website: <https://www.otago.ac.nz/the-body-politic/index.html>

Upcoming Events

Metaphor Festival Amsterdam 2019



The Metaphor Festival is an annual conference on the use of figurative language and other modes of figurative expression, to be held at the University of Amsterdam from 28-31 August 2019.

The Metaphor Festival is an annual conference on the use of figurative language and other modes of figurative expression.

It offers an opportunity to present and learn about research findings concerning the structures, functions, and effects of figurative language in different types of human communication. Contributions to the Festival can address tropes such as metaphor, metonymy, hyperbole and irony.

Registration is now open!

This year's keynote speakers are:

- prof. dr. Anjan Chatterjee (Center for Cognitive Neuroscience, University of Pennsylvania)
- dr. Bodo Winter (Department of English Language and Applied Linguistics, University of Birmingham)

Information about registration, conference fees and any other updates are available on the [Metaphor Lab website](#). There is also a [Metaphor Festival Amsterdam Facebook page](#).



Call for Papers and Participation

Summer Intensive Program "Corpus Methods in Linguistics – Compilation, annotation, and quantitative analysis"

17-21 June, 2019
Paris 8 University, France

This will be a 30h week-long course consisting of:

- morning sessions devoted to data collection, extraction and organization, as well as DIY corpus building
- afternoon sessions focusing on statistical analysis of the data produced during the morning sessions
- several half-day sessions on automatic annotation and manual annotation methods

[Details](#)

Pro-Social Play! International conference on Storytelling and Well-being across Media Borders

17-19 October, 2019
University of Kent, UK

Plenary speakers:

Charles Forceville (University of Amsterdam)
Tobias Greitemeyer (University of Innsbruck, Austria)
Anja Laukötter (Max Planck Institute for Human Development, Berlin, Germany)
Harry Yi-Jui Wu (Hong Kong University)

[Details and call for papers](#)

The Metaphor Column

interview by Pauline Heyvaert

M E T A P H O R

M¹ is for **Metaphor**. Do you have a favorite metaphor? What makes it your favorite?

My favourite metaphor is probably **BELGIAN FEDERALISM IS A TETRIS GAME**, which has been used by a Belgian journalist a few years ago to describe the latest state reform. I like it for several reasons: first of all, I find it a good and original metaphor to describe the complexity of Belgium's political system; secondly, it reminds me of the time I used to play this Tetris game on my Game Boy (a long time ago in a galaxy far, far away...) and most importantly, it has given me the opportunity to start a research project with my colleague Min Reuchamps on the impact of such metaphors on political representations. So, beyond its role in the Belgian public discourse, it has also led to an important part of my metaphor research, which is why I like it so much.

E is for **Expertise**. How and why did you get interested in metaphor research?

Not really original, but I became fascinated by metaphor research when I first read Lakoff and Johnson's *Metaphors We Live By*. I have had a very structuralist linguistic education and this book really opened up new theoretical horizons and new research interests within Cognitive Linguistics.



Julien Perrez is an associate professor of Dutch linguistics at Liège Université (ULiège), Belgium. He graduated from the Université de Liège (Master) and from the UCLouvain (PhD). His teaching and research interests include foreign language learning (especially French-speaking learners of Dutch), and cognitive semantics, more specifically focusing on the expression of spatial relations in typologically diverging languages, and the study of metaphors in political discourse. He has published in journals such as *Cognitive Linguistics*, *Cognitextes*, *Metaphorik.de* and *Metaphor and the Social World* and is one of the co-editors of the volume *Variation in Political Metaphor* that is currently in press in the series *Discourse Approaches to Politics, Society and Culture* (John Benjamins).

¹ Questions M and O adapted from Steen, G. (2014). Interview: 15 questions about metaphor research for Gerard Steen. *Metaphorik.de*. 25, 155-167

M E T A P H O R

T is for **Teaching**. You're also an Associate Professor at the University of Liège, Belgium. Could you tell us how you integrate metaphor research in your classes? Why do you think it is important to teach students about metaphors and their omnipresence in our everyday life?

I teach an introduction to semantics class in which I focus on CL approaches to language and more specifically on metaphor studies. It is a good opportunity to discuss their role in the development of our cognition. This makes it possible to deconstruct all the complex things that are part of our environment and everyday interactions and that we mostly take for granted (political systems and organizations, feelings, time, moral values, identity...). This is a very good perspective from which the students can think about the way the world is structured and the role language plays in this process. This also a good occasion to discuss my own research with the students and to show them how thriving and exciting the world of metaphor studies is (for instance by inviting them to talks and conferences such as the *MetaPol Conference* in 2016, or the upcoming *RaAM Seminar*).

A is for **Academia**. You've been part of the world of academia for a few years now. Can you tell us why you decided to become a researcher?

I have always enjoyed looking at language, starting when I was a kid and looked at the bilingual version of my cereal packs, trying to make sense out of them. I've always had a great interest for Dutch which I learned as a second language. This led me to follow a BA and MA program in Germanic languages (English and Dutch) during which my passion for Dutch linguistics grew further. I spent one year at the Rijksuniversiteit Groningen, wrote a MA thesis on Polderdutch (Poldernederlands) and conducted a PhD thesis on the role of causal and contrastive connectives on L2 text comprehension. My scientific interest for metaphor came at a later stage of my career. During my curriculum, I have had the occasion of exploring various subfields of linguistics, which has always been a rewarding experience. I would not say I chose to become a researcher. I was rather lucky enough to get the opportunities (and the funding) to conduct the research I was interested in at the right times in my career.

P is for **Political** discourse. Your main focus is metaphor in political discourse. According to you, what makes political discourse such an interesting ground of investigation for metaphor research?

I started looking at metaphors as part of an interdisciplinary project with political scientists and political discourse became quite naturally our main focus of attention. I think political discourse is particularly interesting for several reasons. First of all, political concepts are very abstract in nature and therefore good candidates for conceptual metaphors. Secondly, political discourse is also a genre in which metaphors fulfil a very prominent communicative (rhetorical) function. In fact, you somehow expect that a good politician produces a metaphor to convince their audience. Therefore, you could consider that metaphors are one of the essential features of political discourse. Political discourse is a type of discourse where the framing function of metaphors is particularly well foregrounded and where particular metaphors can reflect different worldviews. Finally, political discourse is a very interesting genre in itself, regrouping a variety of different perspectives (elite discourse, media discourse, citizen discourse, ...) and registers

M E T A P H O R

(parliamentary debates, manifestos, political speeches...), and I find it really interesting to see how particular metaphors evolve within and circulate between these subtypes of political discourses.

H is for **How metaphors impact**. One of the focal points of your work on metaphor in political discourse is how this type of figurative language may impact people's perception of and opinion on political issues. Why is it important to study this?

Thanks to the many scholars that studied metaphors in political discourse, we know they fulfil a prominent role in structuring the political domain and our political experiences. Another important question is to understand under which circumstances and through which mechanisms the choice of a particular metaphor in a given context can influence the political representations of citizens. This is in fact one of the first question I get when I'm talking to an audience of political scientists (the 'why question'). When focusing on this issue, you realize that many variables (related to characteristics of the metaphorical mapping in itself or of the recipient) interact, and that the potential rhetorical effect of metaphors is more difficult to pinpoint than is often assumed.

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

Most of the time I spend outside academia is devoted to my family, but I also like to play sports (tennis, field hockey, running, cycling to the university) and to watch football (I'm a fan of Liège's local football team, *Standard de Liège*, and of the Belgian national team, the *Red Devils*, sorry about that, Pauline;-)). I also like reading novels and popular scientific work and watching TV series (my favourites are *Game of Thrones*, *Black Mirror*, *Big Bang Theory* and *House of Cards*) which is also a nice way to find original and authentic metaphors and other sort of linguistic evidence 😊.

R is for **RaAM 2019 Specialized Seminar**. You are among the organizers of the 7th specialised RaAM seminar that will take place at the University of Liège, Belgium, in May 2019. Could you tell us more about the event and your role in the organizing process?

As a consequence of their central function for the development of human cognition, metaphors have the potential to interest researchers from various disciplines beyond linguistics. This is something you realize when taking part in metaphor conferences and that I have always found fascinating about metaphors. That's why we proposed a very general theme for the next RaAM seminar that tackles this interdisciplinary nature of metaphors.

I'm part of the organizing committee, together with Pauline Heyvaert, François Randour and Min Reuchamps, whom I also thank for their commitment to this project. I'm coordinating the committee and took care, among other things, of the institutional aspects of the organization – bid, funding, venue, rooms... Beyond the academic goals of the conference, we have also planned a rich social program – thanks to Pauline – so that the RaAM researchers have a good time in Liège. We're looking forward to it with much enthusiasm!

New Research Project

Dr. Giulia Frezza was awarded a Marie Skłodowska-Curie Individual Fellowship to conduct research at the Amsterdam Center for Language and Communication (ACLC), University of Amsterdam (Metaphor Lab).

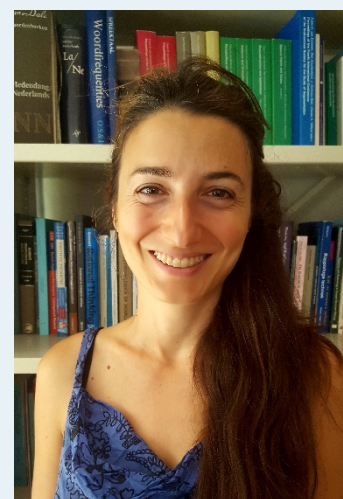
Her research project, Metaphorical Narratives in Dementia Discourse (MeNDD), focuses on the different social agents involved in dementia discourse trying to prevent misunderstanding in metaphor use. In 2013, Alzheimer Europe's report underlined worrying ethical risks of metaphor use in dementia narratives, including stigmatisation, stereotyping and social exclusion. Yet we still do not have an adequate understanding of these potential risks

and of the ethical responsibility needed when 'metaphorical narratives', or metaphorical scenarios, are used in dementia discourse between scientists, journalists, caregivers and people living with dementia.

The interdisciplinary project MeNDD combines a historical-epistemological approach, corpus research and informant analysis to build an innovative model of social awareness of dementia metaphorical narratives. It shows how science, the media, professional caregivers and people living with dementia in the Netherlands, Italy and the U.K. use the two major dementia metaphorical narratives of 'cognitive decline' and 'brain plasticity' while balancing the potential risks and the ethical responsibility in differentiated, occasionally diverging ways.

The project will run for two years from September 1, 2019, and will be launched as part of the Metaphor Festival 2019 with a special workshop dedicated to raising awareness of dementia and exercising exchange of perspectives on the topic.

See also: <https://bit.ly/2VzRJrj>



RaAM 2020 Hamar – Norway

We are pleased to announce that the 13th RaAM conference will be held at Inland Norway University of Applied Sciences from **18-21 June 2020**. RaAM 2020 will be hosted by the Faculty of Education in Hamar, Norway.

Plenary speakers:

- Marianna Bolognesi (University of Oxford, UK)
- Daniel Casasanto (Cornell University, USA)
- Jeannette Littlemore (University of Birmingham, UK)
- Tony Veale (University College Dublin, Ireland)

The first call for papers will be announced in May 2019. Abstract deadline: 1 November 2019.

Follow us on Twitter, Facebook and Instagram: @RaAMconf, #INN2020metaphor

Conference website: <https://eng.inn.no/raam>

Call for bids to host the RaAM conference in 2021

The RaAM Executive Committee (EC) invites bids from teams interested in hosting the **RaAM conference in 2021**.

The event should be organised by a Local Organising Committee (LOC) led by at least one member of RaAM, and will be expected to further the aims of the Association, as laid out in its constitution (please refer to <http://www.raam.org.uk/>). LOCs normally consist of a team of 2-4 researchers, plus student volunteers.

In order to be held under the auspices of the Association, organisers must have their proposals approved by the Executive Committee. Advice and support will be available from the EC throughout the entire process of submitting the bid and preparing for the event. Please contact the RaAM Conference Secretary at conf_secretary@raam.org.uk for any questions or to discuss your bid informally.

RaAM conferences

The 14th RaAM conference is to be held between May and July of 2021. RaAM conferences normally attract between 100-200 participants and normally last for three days. Recent conferences have been held in Cagliari (2014), Berlin (2016) and Hong Kong (2018). The next RaAM conference will be held in Hamar (2020).

An example budget is available upon request. Please note that you need not budget any travel or accommodation for EC members. As RaAM is a charity, you may offer plenary speakers travel, accommodation and subsistence, but you may not pay them a fee.

Details of how to present a bid are available on the 'hosting a conference'-page on the [RaAM website](#).

The deadline for submitting bids is 31 December 2019.

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](#).

Conference Report

RaAM-endorsed Event “The Creative Power of Metaphor”

The 29th of March could have been a catastrophe, searing itself on the collective memory as Brexit Day. Instead, **29–30 March 2019** will be remembered – at least by the Creative Multilingualism team – as the springtime weekend when 120 conference delegates from five continents converged in **Oxford** to luxuriate in a veritable sea of metaphors.

The international conference on **The Creative Power of Metaphor**, endorsed by RaAM, marked the collaborative highlight of research that is being conducted by Strand 1 of Creative Multilingualism, a four-year research programme

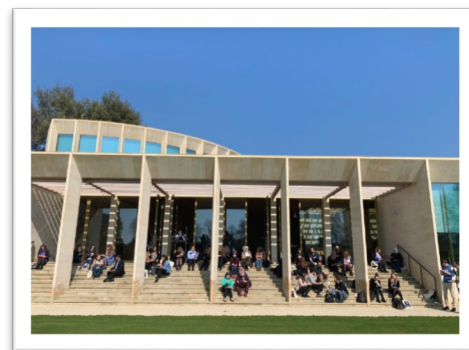
that is funded by the Arts and Humanities Research Council as part of the Open World Research Initiative. The aim of the conference was to bring together researchers from cognitive linguistics and related fields to illuminate the vital contribution of metaphor to the interplay between creativity and linguistic diversity.

Twenty-nine countries, ranging from Ghana to Thailand, from Sweden to South Africa, and from Canada to Israel, were represented at the magnificent Sultan Nazrin Shah Centre at Worcester College. The conference had an innovative format: instead of combining plenary lectures with separate parallel sessions, the whole event took place in one large auditorium, facilitating a coherent conversation structured around four themes: Metaphor and Linguistic Diversity; Metaphor and Emotion; Metaphor and Communication; and Metaphor and Creativity. Each theme was introduced by an invited keynote speaker, and developed in a roundtable discussion by a panel of speakers who had responded to an open call. After introducing themselves, the panellists briefly presented the contribution of their research to the central topic and then engaged in a lively discussion focused on a number of questions displayed on screens. Both the keynote lectures and the panel discussions were followed by Q & A sessions that involved the whole audience in identifying exciting avenues of research within each theme.

Poster sessions following each thematic debate gave doctoral students and early career researchers an opportunity to present their research on the same theme, meet each other and engage with established researchers in the field. The poster presenters were also given the opportunity to have themselves filmed giving an elevator pitch of their research project.

The Metaphor and Linguistic Diversity theme was introduced by Lera Boroditsky (US) with a thought-provoking lecture on how the language we speak and its metaphors affect the way we perceive the world – including conceptualisations of time, categorisations of colours, and other perceptual properties of objects. The Linguistic Creativity panel comprised Simon Devylder (Sweden), who highlighted different motivations for metaphors, distinguishing between cultural, embodied and linguistic motivations; Kristina Despot (Croatia), who focused on the challenges and opportunities involved in the construction of multi-language electronic repositories of metaphors; Louise McNally (Spain), who highlighted the risks involved in mistranslations; and Avelino Corral (Spain), who contributed examples of metaphors in native American languages, showing how fundamentally these differ from Western metaphors.

The theme Metaphor and Emotion was introduced by Zoltán Kövecses (Hungary) with a presentation on how extended conceptual metaphor theory can be used to account for



Metaphorical lunch



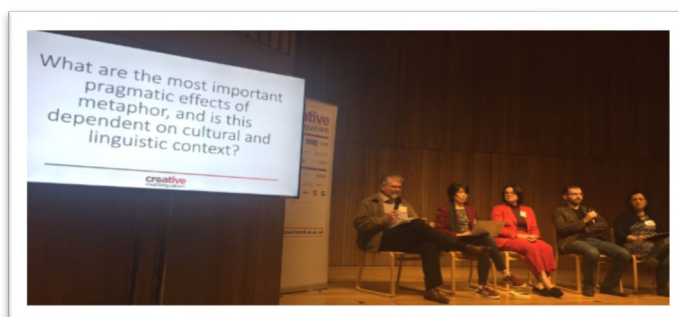
Metaphor and Linguistic Diversity Panel



Metaphor and Emotion Panel

metaphorical creativity in the emotion domain. The panel comprised Francesca Citron (UK), who presented her neuroscientific research on the activation of emotions during the comprehension of metaphorical vs literal statements; Gladys Ansah (Ghana), who contributed examples of metaphors expressing emotions in Akan and English, and the use of such metaphorical expressions in monolinguals and bilinguals in Ghana; Guido Furci (UK), who explained that refugees are specifically warned by the authorities against the use of metaphors to tell their personal stories, because metaphors are seen as an unfair means of gaining emotional empathy; and Anna Piata (Switzerland), who discussed how emotions are involved in metaphors expressed in language and images respectively.

The Metaphor and Communication panel was introduced by Andrew Goatly (UK/Hong Kong), who presented a rich overview of how metaphors are used in different contexts and across different communicative genres for purposes such as persuasion, for creating intimacy with a person or a small community, and for establishing a standpoint to convey a specific perspective on a message. The panel consisted of Hamad Al-Azary (Canada), whose research shows that concepts which are semantically less rich are better suited to being used as vehicles in metaphors from a communicative perspective; Herb Colston (Canada), who disentangled humour and metaphor in communication, showing that the two phenomena do not always go hand in hand; Zhuo Jing-Schmid (US), who explained how foreign-language learners differ from native speakers in the way they make sense of metaphorical statements; and Evie Malaia (Germany), who gave an insight into her research on how creative metaphors are constructed and represented in the brain.



Metaphor and Communication Panel



Metaphor and Creativity Panel

Finally, the theme of Metaphor and Creativity was introduced by Rachel Giora (Israel), who presented a rich overview of behavioural studies supporting the Defaultness Hypothesis and its predictions concerning novel negative figurative constructions in Hebrew, German, Russian and English. The panel comprised Giovanni Corazza (Italy), who provided a clear definition of

creativity and how creative thinking can be enabled and developed through metaphors; Elisabeth El Refaie (UK), who elaborated on creativity in pictorial metaphors; Paula Pérez Sobrino (Spain), who explained how AI is now capable of generating creative metaphors; and Jeannette Littlemore (UK), who elaborated on the intentionality behind the development of creative metaphors.



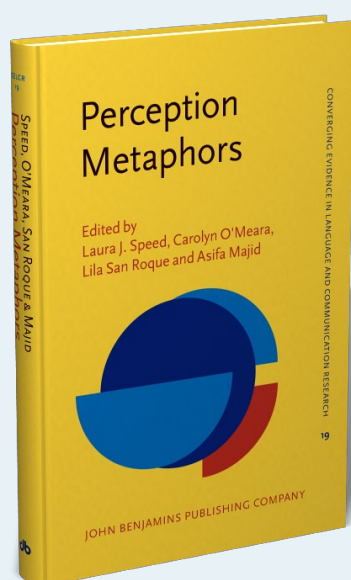
Video-maker Ben Johnston filmed interviews with the delegates on their contributions to the proceedings and captured the invigorating spirit of the conference. Together with lecture and panel recordings and the research presentations by the poster participants, the short films focusing on the conference themes will be released on the Creative Multilingualism website (<https://www.creativeml.ox.ac.uk/>) as the main output of our conference. Stay tuned!

Marianna Bolognesi

Books

Speed, L. J., O'Meara, C., San Roque, L., & Majid, A. (Eds.) (2019).

Perception Metaphors (CELCR Vol. 19). John Benjamins Publishing Company.



Metaphor allows us to think and talk about one thing in terms of another, ratcheting up our cognitive and expressive capacity. It gives us concrete terms for abstract phenomena; for example, ideas become things we can grasp or let go of. Perceptual experience—characterised as physical and relatively concrete—should be an ideal source domain in metaphor, and a less likely target. But is this the case across diverse languages? And are some sensory modalities perhaps more concrete than others? This volume presents critical new data on perception metaphors from over 40 languages, including many which are under-studied. Aside from the wealth of data from diverse languages—modern and historical; spoken and signed—a variety of methods (e.g., natural language corpora, experimental) and theoretical approaches are brought together. This collection highlights how perception metaphor can offer both a bedrock of common experience and a source of continuing innovation in human communication.

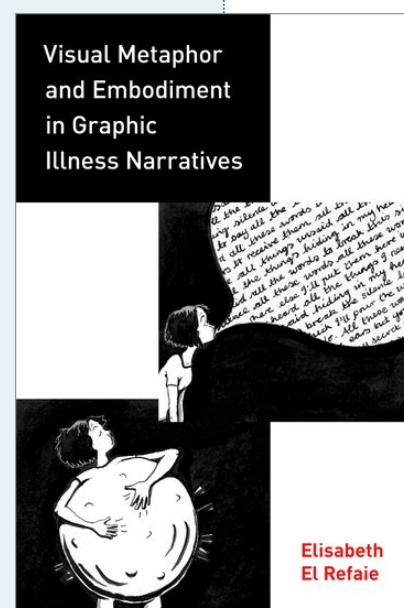
<https://benjamins.com/catalog/celcr.19>

Elisabeth El Refaie

Visual Metaphor and Embodiment in Graphic Illness Narratives

Oxford University Press, February 2019. (ISBN: 9780190678173)

The notion of 'embodiment' has been central to Conceptual Metaphor Theory since its inception, yet many scholars in this tradition still operate with a rather static and one-dimensional view of the human body. This book develops the notion of 'dynamic embodiment', arguing that the experience of our physicality is in fact highly flexible and transient. Thus, even a temporary illness or disability may fundamentally change how we feel about bodies and how we interact with the world around us. Similarly, the modes and media we use to communicate encourage greater or lesser awareness of particular sensorimotor experiences. This process, in turn, has a profound influence on the metaphors we create. The analysis of visual metaphor in thirty-five graphic illness narratives – book-length stories about physical or mental illness in the comics format – reveals that the most common metaphors in these works reflect not just the altered bodily experience engendered by disease but also the foregrounding of visual perception that results from the specific properties of the comics medium. A novel classification system of visual metaphor based on a three-way distinction between pictorial, spatial, and stylistic metaphors is also proposed.



Journal Articles

- Demjén, Z., Semino, E., Marszalek, A., & Varese, F. (2019). Metaphor framing and distress in lived-experience accounts of voice-hearing. *Psychosis* 11(1), 16-27. doi:[10.1080/17522439.2018.1563626](https://doi.org/10.1080/17522439.2018.1563626)
- Forceville, C., & Paling, S. (2018). The metaphorical representation of DEPRESSION in short, wordless animation films. *Visual Communication*. Advance online publication. doi:[10.1177/1470357218797994](https://doi.org/10.1177/1470357218797994)
- Reijnierse, W.G., Burgers, C., Krennmayr, T., & Steen, G.J. (2018). On metaphorical views, dynamite, and doodlings: Functions of domain adjectives in metaphorical domain constructions. *Review of Cognitive Linguistics* 16(2), 432-455. doi:[10.1075/rcl.00017.rei](https://doi.org/10.1075/rcl.00017.rei)
- Stamenković, D., Ichien, N., & Holyoak, K.J. (2019). Metaphor comprehension: An individual-differences approach. *Journal of Memory and Language* 105: 108–118. doi:[10.1016/j.jml.2018.12.003](https://doi.org/10.1016/j.jml.2018.12.003)
- Vries, C. de, Reijnierse, W.G., & Willems, R.M. (2018). Eye movements reveal readers' sensitivity to deliberate metaphors during narrative reading. *Scientific Study of Literature* 8(1), 134-163. doi:[10.1075/ssol.18008.vri](https://doi.org/10.1075/ssol.18008.vri)

Journal Articles

Woodin, G., & Winter, B. (2018). Placing abstract concepts in space: quantity, time and emotional valence. *Frontiers in Psychology*, 9.

Research has shown that abstract concepts are often conceptualized metaphorically along horizontal and vertical axes. However, there are mixed results concerning which axis is preferred for which type of conceptual domain. For instance, it has been suggested that the vertical axis may be preferred for quantity in tasks using linguistic stimuli (e.g., 'more,' 'less'), whereas numerals (e.g., '1,' '2,' '3') may be more prone to horizontal conceptualization. In this study, we used a task with free response options to see where participants would place quantity words ('most,' 'more,' 'less,' 'least'), numerals ('2,' '4,' '7,' '9'), time words ('past,' 'future,' 'earliest,' 'earlier,' 'later,' 'latest') and emotional valence words ('best,' 'better,' 'worse,' 'worst'). We find that for quantity words, the vertical axis was preferred; whereas for numerals, participants preferred the horizontal axis. For time concepts, participants preferred the horizontal axis; and for emotional valence, they preferred the vertical axis. Across all tasks, participants tended to use specific axes (horizontal, vertical), rather than combining these two axes in diagonal responses. These results shed light on the metaphoric nature of abstract thought.

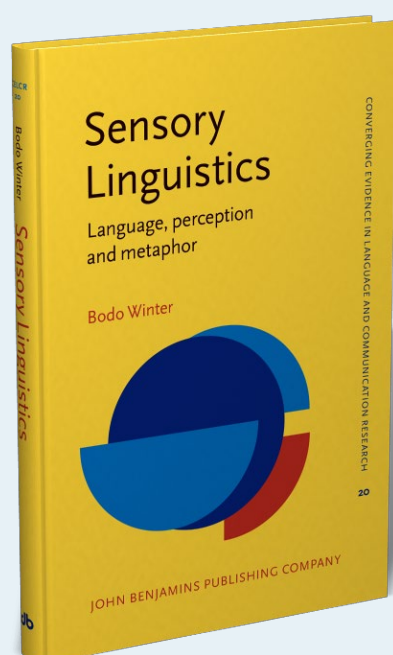
The article is open access and can be downloaded here:

<https://www.frontiersin.org/articles/10.3389/fpsyg.2018.02169/full>

More books

Winter, B. (2019).

Sensory Linguistics (CELCR Vol. 20). John Benjamins Publishing Company.



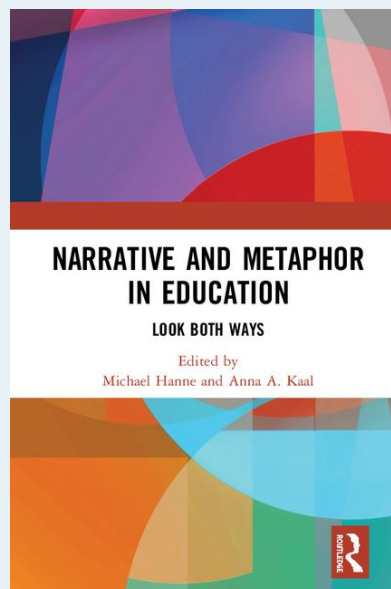
One of the most fundamental capacities of language is the ability to express what speakers see, hear, feel, taste, and smell. Metaphor plays an important role in this. The volume "Sensory linguistics" looks at synesthetic metaphors such as "smooth taste", "warm color", and "sweet fragrance". It has been proposed that there is a hierarchy of the senses (touch > taste > smell > sight/sound) that governs which metaphors are possible. The book re-defines the hierarchy, using corpus methods to show that asymmetries between perception metaphors emerge from various factors, including the composition of the lexicon, emotionality, and iconicity.

<https://benjamins.com/catalog/celcr.20>

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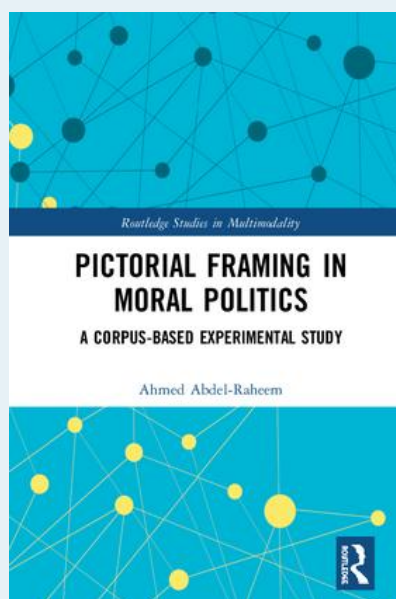
Hanne, M., & Kaal, A.A. (Eds.). (2018).

Narrative and Metaphor in Education: Look Both Ways. Routledge.



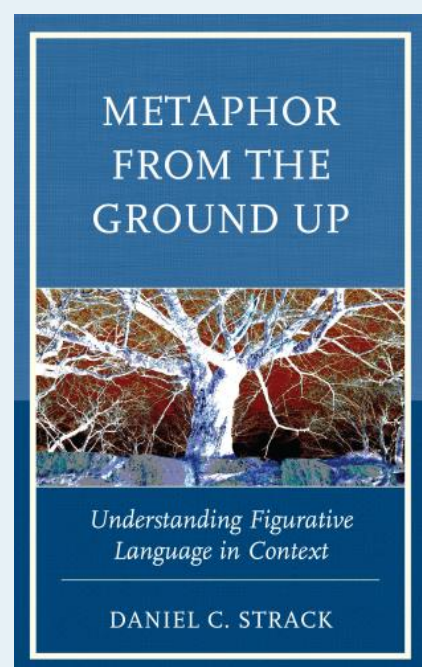
Human beings rely equally on narrative (or storytelling) and metaphor (or analogy) for making sense of the world. *Narrative and Metaphor in Education* integrates the two perspectives of narrative and metaphor in educational theory and practice at every level from pre-school to lifelong civic education. Bringing together outstanding educational researchers, the book interweaves for the first time the rich strand of current research about how narrative may be used productively in education with more fragmentary research on the role of metaphor in education and invites readers to 'look both ways.'

<https://www.routledge.com/Narrative-and-Metaphor-in-Education-Look-Both-Ways-1st-Edition/Hanne-Kaal/p/book/9781138310872>



Ahmed Abdel-Raheem (2019) *Pictorial Framing in Moral Politics. A Corpus-Based Experimental Study*. Routledge. [More info](#)

Daniel C. Stark (2019). *Metaphor from the Ground Up: Understanding Figurative Language in Context*. Lexington Books (Lanham, MD). [More info](#)



The Metaphor Column

interview by Jekaterina Sumanova



Carina Rasse is a PhD student at the Department of English and American Studies at the Alpen-Adria-Universität Klagenfurt in Austria. Her dissertation is supervised by Prof. Alexander Onysko and Prof. Raymond W. Gibbs and explores the role of conceptual knowledge and embodied experiences in the production and processing of metaphors in poetry.

M E T A P H O R

M¹ is for **Metaphor**. Do you have a favourite metaphor? What makes it your favourite?

I like to think of projects in terms of plants. First, there's usually just a random thought, small as a seed, in our minds. If we devote our attention to the little organism, it will, sooner or later, begin to sprout. It will start to become visible, graspable – just like that first project idea which slowly turns into a more concrete plan. If we then take good care of the little plant and do not replace it by a better looking, faster growing one, it will become a flowering hibiscus or a tree full of cherries. And the same is true for many of our project ideas: they need devotion, patience and persistence till they can be turned into completed product.

E is for **Experiment**. You have recently conducted an experiment at the Emotion and Communication Lab of Lancaster University. What has your work in this area involved and what have you discovered?

I went to Lancaster in summer 2018 to conduct a psycholinguistic experiment that was supervised by Dr. Francesca Citron. We created a survey consisting of a relatedness-rating task and a conceptual-metaphor selection task to study empirically whether readers access conceptual metaphors during poetry interpretation. We got some interesting findings which we – Francesca, Prof. Alexander Onysko, who supervises my dissertation, and myself – have just written up in a manuscript that we hope to get published soon.

The research stay in Lancaster was an extremely exciting and enriching experience! I'm very grateful to Francesca for all her enthusiasm and help with the study, to the AAU Klagenfurt Research Council for continuously supporting my research activities, and, in particular, to Alexander for all the time and effort that he puts into my projects!

¹ Questions M and O adapted from Steen, G. (2014). Interview: 15 questions about metaphor research for Gerard Steen. *Metaphorik.de*. 25, 155-167

METAPHOR

T is for **Teaching**. You are not only a PhD student but also an adjunct lecturer at Alpen Adria University of Klagenfurt. Could you tell us more about the courses you teach?

In 2016, I started to teach introductory courses in American Literature and Culture. I was 23 back then, in the same age as many of my students. That, at first, made me a little nervous, but I very quickly realized that, as a young instructor, I was very approachable to students, which they appreciated. In the meantime, I got a certificate in University Teaching and switched from my focus in literary and cultural studies to linguistics. Currently, I'm teaching a seminar on "Metaphors in Art: Cognitive Linguistic Perspectives" which I very much enjoy. It's great to see how so many of my students have already discovered their passion for metaphors.

A is for **Art**. You have been interested in art for some time now and you also paint and draw yourself. Could you tell us what inspires your works?

My drawings and paintings often capture ordinary moments, such as a sleeping cat, a colorful sunset at the lake, or a walk in the rain. If I try to create something more abstract, I find inspiration in the works of artists that I admire, such as Vincent van Gogh, Wassily Kandinsky, Franz Marc, or Gustav Klimt. And since I've recently read a lot of poetry, I'm also inspired by the works of contemporary writers such as Shirley Geok-Lin Lim, Mark Olival-Bartley and James Arthur.

P is for **Poetic metaphors**. Your dissertation explores the role of conceptual metaphor in the production and processing of poetic metaphors. Could you give as a brief overview of your work?

Exactly. On the one hand, my thesis explores whether poets create conceptualizations of their experiences when they produce metaphors. On the other hand, it analyzes whether readers draw on similar conceptual metaphors as the poets do when they interpret poetic metaphors. For data collection, I used a combination of three research methods. The first study was the psycholinguistic experiment that I conducted at Lancaster University. To find further support for the finding that readers, in certain cases, access conceptual metaphors during poetry interpretation, I used think-aloud-protocols which I then analyzed for references to conceptual metaphors. And the third study consisted of online questionnaires and in-depth interviews in which I asked poets to reflect upon their use and meanings of metaphors in their works. I'm now writing up and analyzing the responses. I hope to complete my thesis within the next year.

H is for **Highlights**. What are some of the highlights of your PhD journey so far?

Every "academic event" that I have attended so far was an absolute highlight! It all started with the Winter School in Amsterdam in 2017, led by Gerard Steen, which not only introduced me to different theoretical and methodological approaches to the study of metaphors, but also to the many amazing researchers in the field. In May 2017 I presented my very first conference paper at the RaAM seminar on "Ecological Cognition and Metaphor" in Denmark. This is where I met Ray Gibbs who is now mentoring my dissertation. I'm immensely grateful for all his support! I also presented at the Metaphor Festival in Amsterdam in September 2017, the RaAM conference in Hong Kong in 2018,

the Met(V)iEW3 workshop, which was a RaAM endorsed event that was held at the Alpen-Adria-Universität in Klagenfurt last September, and the “Creative Power of Metaphor” conference in Oxford in March.

As for the future events, I am very much looking forward to presenting at the “European Congress of Psychology” in Moscow and at the “International Cognitive Linguistics Conference” in Nishinomiya, Japan. I also hope to attend the RaAM conference in Norway in 2020, and to see many of my metaphor fellows there. I would like to thank the RaAM community for doing such an amazing job in fostering social, cultural and academic exchanges!

O is for **Other**. What are your other interests, apart from metaphor?

I very much enjoy doing sports – yoga, swimming, and long walks with my dog are some of my favorite activities. I like taking photographs and I absolutely love to travel.

R is for **Research ambitions**. What are your future research ambitions?

My future research project will focus on the role of conceptual metaphors in figurative language comprehension. I will be particularly interested in whether learners of English draw on conceptual metaphors when they encounter idiomatic or metaphorical expressions that are unknown to them, and if these references to conceptual metaphors are possibly similar across languages and cultures.

Doctorate Degrees

On 2 April, Amber Boeynaems successfully defended her doctoral dissertation entitled ‘Figurative Framing in Political Discourse’ at Vrije Universiteit Amsterdam.

In her dissertation she studied the effects of figurative frames in political discourse on political opinion. The dissertation comprises a [systematic literature review](#) and a series of experimental studies. The dissertation (except for chapters 4 and 5 which are currently under review) can be downloaded [here](#).

Amber was supervised by Elly Konijn, Gerard Steen & Christian Burgers and is a proud member of the Metaphor Lab Amsterdam.

