RaAM news

The Association for Researching and Applying Metaphor

RaAM

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

Message from the chair

One of the benefits of being a member of RaAM is the connections we make as a result of being part of this unique organization devoted to the research and application of metaphor studies. And one of the most connected people in the organization is Ray Gibbs, who is interviewed by Carina Rasse in The Metaphor Column (p. 4). Ray writes that RaAM is "a community in which I can express myself and learn from others who also happen to be some of the best people in the world to care about and hang out with." Thanks, Ray, for saying what I think many people in this organization feel, and have felt, for many years, due to the hard work and efforts of everyone in RaAM!

So if you're new to RaAM, welcome! You've joined a great group of scholars. And if you're a long-time member, thank you for your support! We wouldn't have this community without your contributions and efforts to advance the study and applications of metaphor research.

I hope to see many of you in Hamar for the summer solstice (get your abstracts in by November 15th to join us for what is going to be an unforgettable RaAM event!) And if you're thinking about holding a future RaAM conference, please see page 11. We want to come to your part of the world and discuss metaphor with you!

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

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All you need for your Holiday wishlist!

Metaphorical creativity in a multilingual world

RaAM 2020 Hamar – Norway

Inland Norway University of Applied Sciences (Hamar, Norway)

18 – 21 June 2020

The 13th RaAM conference aims to explicitly address and further explore the links between figurative communication and creativity among people with different language backgrounds.

The final submission deadline for abstracts has been extended to **15 November 2019!**

Abstracts may address all aspects of metaphor (and related) research from any perspective, including but not restricted to the following:

*Multimodal metaphor, Metaphor in spoken discourse, Metaphor in gesture,
Metaphor in cross-cultural communication, Applied metaphor studies,
Metaphor and translation, Metaphor in language learning, Metaphor and film,
Metaphor in education, Metaphor and language contact*

You may submit abstracts for one of three different presentation formats: (1) Oral presentation; (2) Work in progress; (3) Poster.

Submit your abstracts via: https://easychair.org/conferences/?conf=raam2020

The confirmed **keynote speakers** at the Hamar conference are:

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

Conference registration will open in January 2020, and more information can be found on the conference website and on Twitter, Facebook and Instagram: **@raamconf**.

Local Organising Committee

Prof. Susan Nacey
Prof. Guri Bordal Steien
Assistant Prof. Anne Holt

Assistant Prof. Anne Bergliot Øyehaug
Prof. Anne Golden
PhD student Leon Dekker

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

Looking forward to welcoming you all in Hamar next year !

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

To begin with, I wish to **thank the local organisers of the 7th RaAM specialised seminar in Liège** for a wonderful event that RaAM members took pleasure in attending. Not only have the participants enjoyed the pre-conference workshops, great plenary talks and paper presentations, but also a rich social programme that included a city tour and the traditional conference dinner that had been organised for us.

Of course, the PhD event deserves our special attention! The student members appreciated the chance to experience Liège by night, bond with each other over the love for metaphors, and sample traditional and unique drinks in the most wonderful locations of this city. New acquaintances were made, ties established, experiences and ideas shared.

For this edition's **METAPHOR column** interview with an established academic, **Carina Rasse** talked to her supervisor, **Ray Gibbs**, about his new book project, aspirations, trends in metaphor studies, problems in academia, and, of course, metaphors. Please find this insightful interview on page 4.

Remember that there is still time to submit your abstract to the **13th RaAM conference** "Metaphorical creativity in a multilingual world'' that is held at Inland Norway University of Applied Sciences from 18 - 21 June 2020. The **deadline for submission is 15 November 2019**. The conference organisers have already announced a great line-up of plenary speakers and a selection of eight pre-conference workshops. Follow the conference updates on the conference website, or on Twitter, Facebook or Instagram @RaAMconf #2020INNmetaphor (and see p. 2 of this Newsletter).

Finally, if you would like to contribute to the METAPHOR column by interviewing an established academic or by being interviewed yourself, please email me at postgrad_liaison@raam.org.uk for more information.

Best wishes,

Jekaterina Sumanova

RaAM Postgraduate Liaison

postgrad_liaison@raam.org.uk

The

Metaphor

Column

interview by Carina Rasse

M E T A P H O R

Raymond W. Gibbs Jr. is an independent cognitive scientist and was formerly Distinguished Professor of Psychology at the University of California, Santa Cruz (retired 2018). His research interests focus on embodied cognition, pragmatics and figurative language.

He is the author of several books, including "The poetics of mind: Figurative thought, language and understanding" (1994), "Intentions in the experience of meaning" (1999), "Embodiment and cognitive science" (2006), "Metaphor wars: Conceptual metaphor in human life" (2017), and (with Herb Colston) "Interpreting figurative meaning" (2012), all published by Cambridge University Press. He is also editor of the "Cambridge handbook of metaphor and thought" (2008) (CUP), and editor of the journal "Metaphor and Symbol" (but is stepping down at the end of 2019).

M is for **Metaphor**. What metaphors describe you best?

No single metaphor comes close to capturing who I am, or anyone else for that matter. I inhabit a swirling world of metaphors, some cliched and conventional, others novel and fresh, many of which are twisted and mixed. These metaphors are not words in my mind, but dynamical performances that emerge when I write, speak, gesture, imagine, dream, dance, sing, laugh and cry, love and hate, feel happy or depressed, am creative or stupid, when I soar or struggle, and whenever I seek something meaningful out of my present thoughts and actions. I live an allegorical life in my habit of finding complex connections between the physicality of my here and now experience with broader metaphorical, symbolic life themes. Metaphor is clearly fundamental to who I am and the poetic life I feel within myself and see in the minds and lives of everyone else too. Metaphors are not words we live by but are always actions, embodied performances that we do.

M E T A P H O R

E is for **Experience.** The working title of one of your new book projects is "Metaphor in Bodily Experience". Can you please tell us a bit about it?

A common belief about metaphor is that it arises from the mapping of bodily source domain knowledge onto different domains of experience to better structure our thoughts about, in many case, abstract ideas or concepts. The body is assumed to be purely physical and completely non-metaphorical. My new project aims to show the ubiquity of metaphor in our varied experiences of the body. If this is true, then our understanding of metaphor's role in everyday thought and action may be fundamentally different than is now typically believed within most metaphor scholarship. Metaphor is for thinking and communicating, yet it is also grounded in the fabric of our basic bodily ways of being. Basic bodily sensations and actions are often infused with metaphorical, symbolic meaning.

T is for **Trend**: What would you say is the current trend in our field?

There are numerous trends within the complex world of multidisciplinary metaphor scholarship. I find it difficult to easily summarize what these trends are, even if I have written a great deal about the larger enterprise of metaphor studies. I admit, though, to secretly believing that the time is ripe for the next big shift in our thinking about metaphor in human life. There is still too much emphasis on studying metaphor within very separate dimensions of linguistic or non-linguistic experience. My hope is that all of us will also learn to view metaphor more broadly as ingrained within the dynamic webs of language, cognition, emotion, culture, and embodiment. The next revolution may possibly emerge from studying how metaphorical performances are always shaped by multiple interacting forces, rather than the sole products of individual parts of minds. This realization has greatly informed our scientific understanding of the natural world and many human behaviors. I see no reason why metaphor scholarship can't be similarly invigorated by these developments in neighboring fields of study.

A is for **Aspirations**: What are your personal aspirations for the future?

I have never really had aspirations to be a certain kind of person in some specific profession. All I aspire to is being able to live my ordinary life and think, write and speak about topics and ideas which I find interesting, for whatever weird reasons, and have contact with other people who may also share some of my fascinations and obsessions. RaAM has obviously played a big role in my life by providing me with a community in which I can express myself and learn from others who also happen to be some of the best people in the world to care about and hang out with.

M E T A P H O R

P is for **Problems**: What are problems (in academia) that need to be solved?

I retired two years ago after 35 years as a university professor and am thrilled by being away from ordinary academic life. In most respects, I had incredible freedom within the academy regarding what I studied, taught, and how I spent my time. Still, academia is increasingly bureaucratic with students and faculty having more and more restrictions placed on them regarding their speech, scholarship, and time. There may eventually be large-scale solutions to this problem, but these will not come easily. I encourage others to be ruthlessly selfish in always carving out time for scholarly activities. Keep what you love most close to your heart and make your research a top priority in your day-to-day life. Doing so will make it easier to endure some of the challenges in today's academic world.

H is for **Hard-working**: I know that you're extremely hard working. What keeps you going? And do you have any tips or advice for metaphor scholars who are new in the field?

I actually do not work all that much, and often do my writing, for example, while sitting in my car by the beach overlooking the Pacific ocean here in California. I tend to write fast and then re-write over and over and over until it feels right to me. One secret I have is that I never write myself out, and I typically stop writing as soon as I get a new idea, and so know exactly where I will begin the next day. I will then the next day write what I was thinking about yesterday until something new comes to mind, at which point I stop once again. Writing a little bit EACH DAY is the best way for me to deal with my compulsive thinking about how we make meaning for ourselves and others in ways big and small as we face adaptive challenges in the world.

O is for **Outstanding**: What are pros and cons of being an outstanding, renowned scholar like you are?

I am not at all sure about the "outstanding, renowned" part of this question. I feel like just another guy riding a bus, staring out the window, wondering about dinner that evening, if there is beer in the refrigerator, and how I will cope with tomorrow's many demands. Being a metaphor scholar can be one of the hardest things to focus ones life on in the whole wide world. But the private, personal rewards are amazing! I feel very fortunate to be a metaphor scholar and proudly reply "I study metaphor!" whenever asked about what I do for a living.

R is for **Researcher**: What would you do right now if you weren't a metaphor researcher?

The beauty of metaphor is that even if you are not a metaphor researcher you are still living in a lovely, beautiful, and still quite messy, oceanic world of metaphorical thoughts and actions. There is no escape! I embrace this basic fact of being human by thinking hard about, and celebrating, all that is metaphorical in our lives.

Upcoming PhD defense

Nina Julich-Warpakowski

Motion Expressions in Music Criticism –
An Investigation of their Conceptual Motivation and their Metaphoricity

PhD submitted to the Philological Faculty at Leipzig University, Institute for British Studies
Supervisor: Prof. Dr. Doris Schönefeld

Defense: Thursday, 14 Nov. 1-3pm, Leipzig

Abstract

Music is commonly and conventionally described in terms of motion: melodies fall and rise, and motifs may follow a harmonic path. The thesis explores the motivation of musical motion expressions in terms of conceptual metaphors (Lakoff & Johnson 1980, 1999). Specifically, it is investigated whether musical motion expressions are based on the TIME IS MOTION metaphor (Johnson & Larson 2003, Cox 1999, 2016). Furthermore, the thesis investigates whether musical motion expressions are perceived as low in metaphoricity because of their conventionality in music criticism, or because of a more general association of music with motion, given that people literally move when they make music and when they listen to music.

For the analysis, a 6.7-million-word corpus of texts from the genre of music criticism was compiled including music analyses and concert reviews retrieved from journals and newspapers published in the UK and the US. As an initial study, a sample of 10,000 words was retrieved from the corpus and exhaustively analysed for metaphorical expressions applying MIPVU (Steen et al. 2010). In a second study, key motion verbs in the music criticism corpus were identified in a keyword analysis (cf. Scott & Tribble 2006), and selected motion verbs were further analysed in a concordance analysis. Given that in the TIME IS MOTION metaphor, the passage of time is construed as deictic motion of a temporal event with respect to ego, musical motion instances should exhibit the same formal pattern. The two corpus studies are complemented by an online rating study measuring participants' perceived degree of metaphoricity of musical motion expressions in comparison to literal, fictive and other metaphorical motion expressions.

The findings from the corpus studies indicate that while motion expressions are frequent in music criticism, only a few cases can be traced back to the TIME IS MOTION metaphor (such as example (1) below; tags in square brackets indicate the specific corpus file in the music criticism corpus). Instead, motion expressions function to highlight the motivic-harmonic development in a musical piece irrespective of a deictic ego perspective (example (2)). Furthermore, musical motion expressions function to highlight the action of a performer and as such imply aspects about a specific rendition of a musical piece. Such uses of musical motion reflect the Event Structure Metaphor (example (3)). Apart from that, motion metaphors are employed to describe the shape and structure of a musical passage. Such expressions can be interpreted as resulting from a fictive motion construal of musical structure (example (4)).

(1) we finally reach the dominant harmony at the Prelude's midpoint [MPR0802]
(2) The second strophe […] arrives finally at a similar dominant [BF05fall]
(3) the soloist floats over the accompaniment [CT557]
(4) the sequence approached its climax [IR710]

The results from the rating study demonstrate that the degree of metaphoricity of musical motion expressions depends on participants' knowledge of (classical) music: Participants with more knowledge of music tend to perceive musical motion expressions as more literal. The findings support an acculturation view of metaphor (Caballero & Ibarretxe-Antuñano 2015) and indicate that the metaphoricity of an expression, rather than being a collective property shared by all language users, depends on the socio-cultural background of the individual language user (cf. Gibbs 2017: 66, Müller 2008).

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Upcoming event

Gerard Steen Visiting Professor at Genoa University

The Department of Modern Languages and Cultures at the University of Genoa is pleased to announce that Gerard Steen will be a Visiting Professor at our institution from 9th to 15th January 2020.
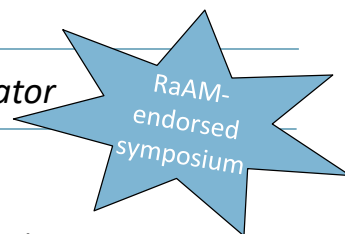
During his visit, Prof. Steen will hold a series of lectures on the latest developments of his Deliberate Metaphor Theory.

For further information, please contact Dr. Ilaria Rizzato: ilaria.rizzato@unige.it

RaAM-endorsed Event

Symposium: *Power, Persuasion, and Privilege: Metaphor as Mediator*

RaAM-endorsed symposium

During the upcoming AILA-World Congress of Applied Linguistics, AILA2020, which will take place from August 9-14, 2020 in Groningen, The Netherlands, a RaAM-endorsed symposium on metaphor and power will be organized. The symposium is organized by **Kathleen Ahrens** and **Allison Creed**.

In this **RaAM-endorsed symposium**, the papers will examine how metaphors manifest and mediate power and privilege in political and professional rhetoric as well as how metaphor is used to persuade.

Metaphor and mediation are integral to how a community connects to, learns from, and manages to communicate. Lakoff and Johnson's (1980) contribution, Conceptual Metaphor Theory, highlighted the pervasiveness of metaphor and their use in reasoning and understanding. Metaphor as mediator in the process and practice of communication is interactive with the social and cultural environment surrounding the individual, institution, or organisation. In turn, metaphor has been shown to influence interactions, meaning making, and value systems. This symposium explores the theoretical and empirical study of metaphor in discourse across diverging domains of knowledge and practice including healthcare, education, business, politics, psychology, etc. Our focus is the examination of how metaphorical language use can manifest power in political rhetoric, persuasion in professional rhetoric, and privilege in process and practice. The symposium will showcase current research from the perspective of conceptual metaphors, linguistic metaphors, and metaphor themes or scenarios to demonstrate the merits of applied metaphor analysis to real world problems facing academia, industry, and our communities.

Information about the conference can be found on the [Conference website](#).

New article

Coll-Florit, M., X. Miranda, S. Climent (2019). "Metáforas de la esquizofrenia. Un estudio sobre el discurso de afectados y profesionales" [Metaphors of schizophrenia. Study on the discourse of sufferers and professionals], *Revista Española de Lingüística Aplicada (RESLA) / Spanish Journal of Applied Linguistics (SJAL), 32*:1, 1-31. https://doi.org/10.1075/resla.16003.col

Abstract In this paper we carry out a study of the conceptual metaphors used by people diagnosed with schizophrenia and by mental health professionals when talking about such a disorder. This research has enabled us to identify and compare consistent subgroups of patients and professionals in our corpus and to construe their underlying models of conceptualization of the illness. The corpus consists of three documentaries collecting first-person accounts. Metaphorical expressions have been collected and classified both quantitatively and qualitatively thus allowing to infer the participants' ideas and beliefs. The theoretical framework adopted is that of Conceptual Metaphor Theory, which is widely established in Cognitive Linguistics. The findings show main patterns of conceptualization of schizophrenia by people affected and participating in a social rehabilitation program, by people affected and not participating in such programs, by psychiatrists, and by other professionals related to mental health. Similarities and differences between these groups are shown.

The paper (in Spanish) is also available on [ResearchGate](#)

New Research Project

Ph.D. Candidate **Michael O'Connor** hast just started a **practice-based Ph.D.** in the Language, Literature and Communication Department at the VU in Amsterdam, Supervised by Dr. Alan Cienki.

Michael O'Connor is a choreographer, dancer and artistic researcher. Working at the intersection of cognitive science and movement, his artistic work attempts to recreate and articulate some of the basic building blocks of human perception as performative tools. He teaches creative practice to BA and MA students in Europe, is a somatic practitioner and adapts movement-based abstract thinking and collaboration skills for use in businesses. He currently is a fellow in THIRD as DAS Research in Amsterdam alongside his research at the VU.
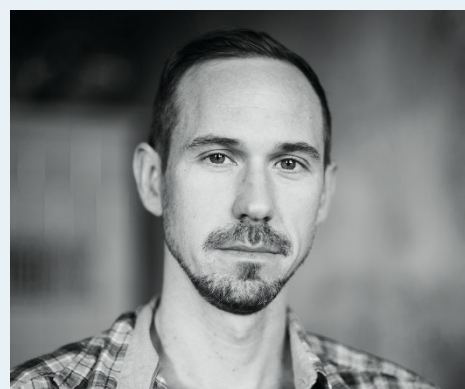
O'Connor's project is called **Embodied Lines: Our body creates lines**. It creates lines when moving by leaving traces of temporary lines. Our mind creates lines when we imagine events along a timeline or when delineating conceptual borders, like between nature and culture. Our body also visually and sensually perceives lines in our environment, organizing the world around us in organic or straight lines. Through our body, lines become a fundamental part of our experience. This research proposes defining experience as a layering of lines. The outcome of this research aims to establish 'Embodied Lines' as a field of inquiry and demonstrate how movement as a method can contribute to academia when inquiring into phenomena artistically.

Metaphor Festival Amsterdam 2019: Report

From 29 to 31 August, the Metaphor Lab Amsterdam hosted the fourth edition of the Metaphor Festival Amsterdam.

Almost a hundred participants from more than thirty countries attended three days of inspiring presentations that were characterized by a broad range of domains (e.g., political communication, health, translation) and approaches (e.g., corpus research, experiments, theory work). Anjan Chatterjee (Perelman School of Medicine) and Bodo Winter (University of Birmingham) were this year's keynote speakers. Edward De Vooght won the Christina Alm-Arvius Award for best presentation by a PhD student. On the final day of the conference, four experts (Anjan Chatterjee, Bodo Winter, Marianna Bolognesi, Giulia Frezza) hosted expert sessions during which conference attendees could discuss their research-related questions with experienced researchers. As the closing event, a hands-on workshop on figuration in cartoons was organized.

We would like to thank everyone who attended the Metaphor Festival Amsterdam 2019 for choosing to present your work at our conference. We would also like to thank our partners ACLA, the Network Institute, and John Benjamins Publishing Company for supporting us.

Call for bids to host
the RaAM conferences in 2021 and beyond!

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

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.

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.

RaAM conference 2021
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).

RaAM conferences beyond 2021
If you are interested in hosting a RaAM conference in the future (i.e., after 2021), please contact the RaAM Conference Secretary. We welcome bids for future conferences. The official deadlines for the 2022, 2023 and beyong conferences will be announced later.

Details of how to present a bid are available on the 'hosting a conference'-page on the RaAM website.

The deadline for submitting bids for the 2021 conference is 31 December 2019.

We are looking forward to receiving your bids and to visit your corner of the world!

Conference Report

Metaphors for the nation: Cultural conceptualisation and interpretation

On **October 18, 2019** I was delighted to host a talk at the **University of Melbourne** by **Visiting Scholar Andreas Musolff**, Professor of Intercultural Communication, University of East Anglia, United Kingdom.

Professor Musolff, former Chair of the international association for Researching and Applying Metaphor, led a vibrant conversation chaired by **Allison Creed**,

PhD, University of Melbourne and responded to by Joseph Lo Bianco, Professor of Language and Literacy Education at the Melbourne Graduate School of Education.

Together, they shared their research and current thinking with reference to key-metaphor complexes in conceptualising national identity as a body or a person, the relationship of metaphor interpretation patterns to culture-specific discourse traditions, and the potential for the creation of new metaphors of inter-ethnic communication and new nationhood.

Professor Musolff opened the public event with his talk titled, Cultural Metaphors For The Nation: Conceptualisation of its BODY and/or PERSON.

The talk utilised international data from 40+ countries to present contextualised examples from recent depictions of a British withdrawal from the European Union (e.g., one person's *divorce* from another or *withdrawal* from a *club* or *having his cake and eating it*) along with data from an Australian sample (e.g., Australia, *its outer skin a patchwork fabric of immigrant cultures* and clans).

Musolff emphasised the psychological significance of such metaphor uses and questioned recipient understanding and interpretation related to 'inter-national relations' in terms of inter-personal ones. His current research identifies distribution of conceptual patterns (scenarios) across cultures and, moreover, culture-specific discourse traditions. Musolff argued for a theoretical and methodological revision of key-presuppositions—universality and automaticity of metaphor—of Conceptual Metaphor Theory.

Following questions from the audience, Professor Lo Bianco responded to Musolff with a discussion of his ideas and research with reference to his experience in multi-ethnic multi-lingual societies in SE Asia over the past eight years in conflict zones. He also made reference to the Australian immigrant and indigenous language debates.

Lo Bianco's talk, Building Co-existence Commitments Through New Metaphor Creation, centred on conflicts in multi-ethnic states that frequently involve "disputes about the content and exclusionary nature of dominant narratives that depict essential qualities of national ethos, culture and peoplehood" (2019). He presented data collected from a series of 45 facilitated policy writing dialogues in Myanmar that conceived participants as a 'temporary nation' and a 'community of communication'. Lo Bianco proposed that the "processes of collective languaging and multiple authorship of new policies of

Questionnaire: NATION-AS-BODY metaphor

Andreas Musolff, University of East Anglia

Task: The concept of "nation" can be described by way of a metaphor or simile that presents it in terms of a human body/person. Please apply this metaphor to your home nation in 5-6 sentences. Please state your native language, nationality, age, and gender at the bottom of the page.

Thank you very much for your cooperation!

Your native language (L1)	Nationality	Age	Gender
English	British	19	Female

guidance note: metaphor/simile = way of speaking/thinking of something in terms of something else (e.g. *Life is like riding a bicycle. To keep your balance, you must keep moving.* (Albert Einstein))

language and culture participants, often highly antagonistic to each other outside of the confines of the dialogue, aim to construct new civil commitments. The process is rich in creation of new metaphors of interethnic communication and new nationhood that can enrich or even supplant, in the lives of participants and by extension their networks of influence beyond the facilitated dialogue, metaphors that are hierarchical, exclusionary or hostile to minority populations" (Lo Bianco, 2019).

The event drew an appreciative audience from across disciplines and included colleagues from the University of Melbourne, Monash University, and the University of Queensland. The talks finished with a lively discussion spilling over to Professors Walk University House members bar where some of the local wines were sampled followed by dinner in the Italian district of Lygon Street, Carlton.

Allison Creed

Books, upcoming events, call for papers

Federica Ferrari (2018). *Metaphor and Persuasion in Strategic Communication. Sustainable perspectives.* Routledge.
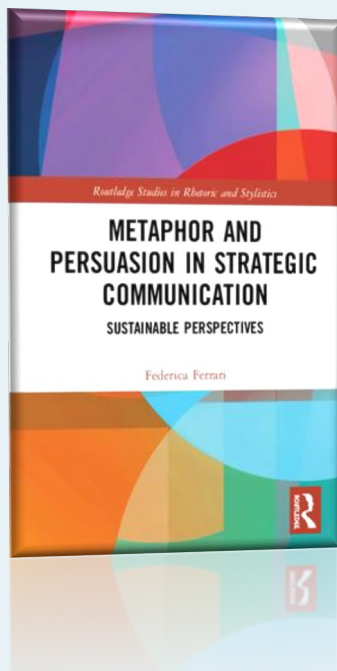
This groundbreaking work adopts an **alternative metaphor-based approach** to challenge, unpack, and redefine our understanding of persuasion and strategic communication and the extents to which they shape political discourse. The book's theoretical and methodological grounding in metaphor allows for an alternative perspective on strategic communication but also a robust discussion of both persuasion and other kinds of related discursive processes at work in political communication, including narrative, identification, and ideology.

The volume integrates case studies from prominent political discourses, including those of George W. Bush, Jr., Tony Blair, and Barack Obama, to highlight the crucial role of persuasion management and sustainability in the public sphere and the ways in which it might inform political action and change in a positive way. Broadening our perception of the possibilities of persuasion and strategic communication, this dynamic volume is key reading for students and scholars in communication studies, political science, rhetoric, and cognitive linguistics.

Federica Ferrari is Tenured Researcher in English Linguistics at the University of Bologna, School of Political Sciences and Department of Modern Languages, Literatures and Cultures. Her research predominantly focuses on persuasive phenomena within strategic communication and discourse analysis methodologies with a focus on conceptual metaphor as main tool of analysis and transformative device. Particular attention is given to cognitive, pragmatic and interactive features (relation between language and thought, discourse and action, and inter/intra disciplinary relations). She has developed a specific competence in conceptual metaphor as a text analysis method, a persuasive tool in political discourse and a transformative device in psycho-practice.

https://www.routledge.com/Metaphor-and-Persuasion-in-Strategic-Communication-Sustainable-Perspectives/Ferrari/p/book/9781138732414

14th International Symposium of Cognition, Logic and Communication

7 December, 2019
University of Latvia
Keynote speakers include:
Asifa Majid, Baingio Pinna, Charles Spence

Conference theme: "Linking Senses: Cross-Modality in Perceptual Domains across Cultures"

Details

More books, upcoming events, call for papers

Barry Grossman (2019). ***Metaphorical Phrases and the Concept of Self-Awareness.*** GRIN.

How is Self-Awareness expressed through reflexive-metaphorical constructions? Which patterns underlie them, and how can they be identified? In "Metaphoric self-awareness in reflexive constructions" Dr. Barry Grossman investigates the linguistic structures of these types of metaphorical constructions; syntactically, semantically, and by way of cognitive and corpus linguistic theory and analyses. His book has been released at GRIN Publishing in March 2019.

English speakers often use metaphorical constructions to express their Self-Awareness. However, we barely think about what underlies these constructions. What does the phrase "find oneself" mean for example? Does a person "find oneself" in the same way one finds a coin on the sidewalk? Dr. Barry Grossman investigates the underlying conceptual commonality of these types of metaphorical phrases. It is the concept of Self-Awareness, not simply in reference to a speaker's self-knowledge, but an acute meta- awareness of one's state or situation, that those constructions have in common.

A multi-dimensional view of linguistic meaning and structure
"Metaphoric self-awareness in reflexive constructions" combines syntax and semantics, as well as cognitive linguistic theory and corpus linguistic analyses to approach a contentious issue raised in the past by many, but explained sufficiently by few. It studies the cognitive reality of perceptual self-awareness as an image schema used to drive metaphoric construal within the reflexive construction.

The book is available via: https://www.grin.com/document/460986
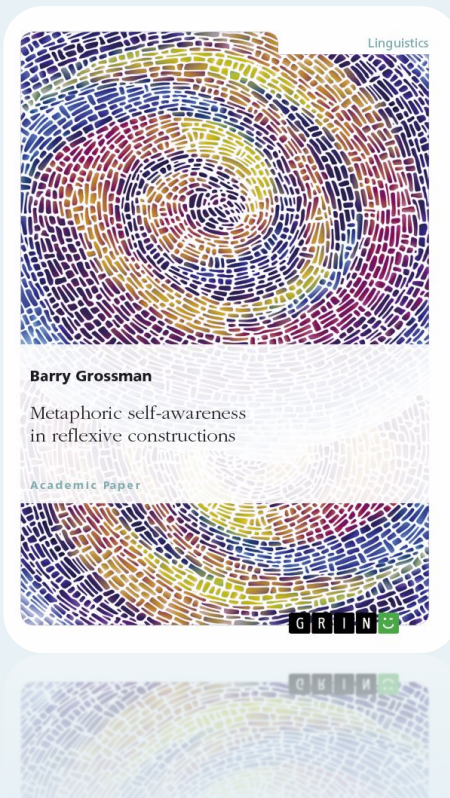
UK Cognitive Linguistics Conference

27-30 July, 2020
University of Birmingham, UK

The conference is an interdisciplinary conference focused on language and cognition, and explicitly welcomes contributions focused on metaphor, metonymy, and other forms of figurative language.
The plenary speakers include Adele Goldberg (Princeton University), Gabriella Vigliocco (University College London), Mark Dingemanse (Radboud University), and Caroline Rowland (MPI Nijmegen).
The call for papers is out. Deadline for submissions: December 30, 2019.
Information about the conference and the **Call for Papers** can be accessed here:
https://www.ukclc2020.com/

More books, upcoming events, call for papers

Susan Nacey, Lettie Dorst, Tina Krennmayr, & Gudrun Reijnierse (in press). *Metaphor Identification in Multiple Languages* (CELCR Vol. 22). John Benjamins Publishing Company.
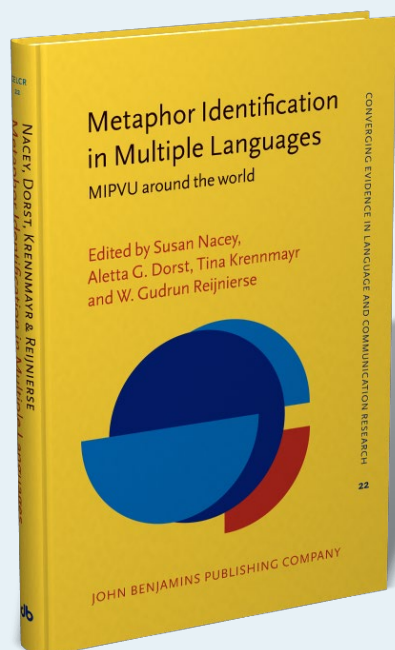
This volume explores linguistic metaphor identification in a wide variety of languages and language families. The book is an essential read for anyone interested in researching language and metaphor, from students to experienced scholars. Its primary goals are to discuss the challenges involved in applying the Metaphor Identification Procedure Vrije Universiteit (MIPVU) to a range of languages across the globe, and to offer theoretically grounded advice and guidelines enabling researchers to identify metaphors in multiple languages in a valid and replicable way.

The volume is intended as a practical guidebook that identifies and discusses procedural challenges of metaphor identification across languages, thus better enabling researchers to reliably identify metaphor in a multitude of languages.

https://benjamins.com/catalog/celcr.22

Although able to be read independently, this volume – written by metaphor researchers from around the world – is the ideal companion volume for the 2010 Benjamins book *A method for linguistic metaphor identification: From MIP to MIPVU.*

The editors would like to thank all RaAM members who contributed to this volume!

ICMC2020: International Conference on Multimodal Communication	12th International Conference of the Spanish Cognitive Linguistics Association
8-10 May, 2020 **Osnabrück University, Germany**	**9-12 September, 2020** **University of La Rioja, Spain**
Keynote speakers:	Keynote speakers:
Hans Boas, Jana Bressem, Cristóbal Pagán Cánovas, Susanne Flach, Thomas Hoffmann, Kai-Uwe Kühnberger, Kiki Nikiforidou, Simone Pika, Vera Tobin, Peter Uhrig	Seana Coulson, Irene Mittelberg, Arie Verhagen, Francisco Gonzálvez García, Antonio Barcelona Sánchez
Details and call for papers	Details and call for papers

More books, upcoming events, call for papers
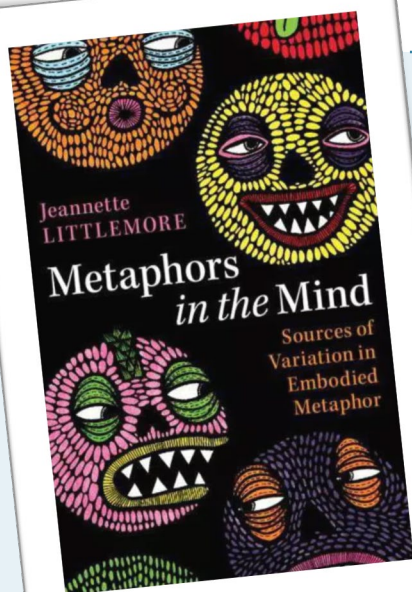
Jeannette Littlemore (2019). ***Metaphors in the Mind***. Cambridge University Press.

Abstract concepts are often embodied through metaphor. For example, we talk about moving through time in metaphorical terms, as if we were moving through space, allowing us to 'look back' on past events. Much of the work on embodied metaphor to date has assumed a single set of universal, shared bodily experiences that motivate our understanding of abstract concepts. This book explores sources of variation in people's experiences of embodied metaphor, including, for example, the shape and size of one's body, one's age, gender, state of mind, physical or linguistic impairments, personality, ideology, political stance, religious beliefs, and linguistic background. It focuses on the ways in which people's experiences of metaphor fluctuate over time within a single communicative event or across a lifetime. Combining theoretical argument with findings from new studies, Littlemore analyses sources of variation in embodied metaphor and provides a deeper understanding of the nature of embodied metaphor itself.

More information can be found here: https://doi.org/10.1017/9781108241441

When one encounters a metaphor in the Humanities, the interpretation of that metaphor is dominated by either cognitive linguistics or post-Kantian European philosophy. Each of these traditions holds a differing view of how the meaning of metaphors are created.

But today, in political ideology, the meaning of metaphors are rapidly shifting. The question is no longer, how is meaning created, but how meaning shifts. One of the ways to untangle our assumptions about metaphor, is to revisit a key moment in its evolution.

In this lucid and provocative study, Andrew Hines provides an intellectual history of the influence of Friedrich Nietzsche's conception of metaphor on European philosophy and how that conception underpins key interpretative challenges in contemporary culture and politics.
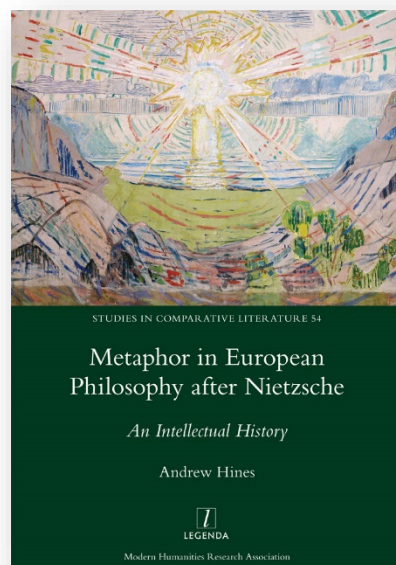
Andrew Hines studied at the University of Oregon and the University of Tübingen, obtaining a BA in Philosophy. He also holds a MA in Philosophy from University College Dublin and a PhD in Comparative Literature from Queen Mary, University of London. His thesis was on the concept of metaphor in European philosophy after Nietzsche. He is a specialist on Nietzsche, the history of metaphor theory in the western tradition, and post-Kantian European philosophy. More broadly, he is interested in how human beings understand (or mis-understand) each other and how the ideas and beliefs they use to communicate are formed. He is currently a Senior Teaching Fellow in Philosophy at SOAS University of London and a Contributing Editor for the Journal of the History of Ideas.

Books, upcoming events, call for papers

Jonathan Charteris-Black (in press). *Metaphors of Brexit. No Cherries on the Cake?* Palgrave Macmillan.

How were social media posts, scripted speeches, traditional news media and political cartoons used and understood during the Brexit campaign? What phrases and metaphors were key during and after the 2016 Brexit referendum? How far did the Remain and Leave campaigns rely on metaphor to engage with supporters in communicating their political positions? These questions, and many others, can be answered only through a systematic analysis of the actual language used in relation to Brexit by the different parties involved.

By drawing on a range of data sources and types of communication, and presenting them as 'frames' through which individuals can attempt to understand the world, the author provides the first book-length examination of the metaphors of Brexit. This book takes a detailed look at the rhetorical language behind one of the major political events of the era, and it will be of interest to students and scholars of linguistics and political science, as well as anyone with a special interest in metaphor, rhetoric, Brexit, or political communication more broadly.

Available for pre-order via:
https://www.amazon.co.uk/dp/303028767X/ref=cm_sw_em_r_mt_dp_U_OEiXDbMZ1W72F

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.

Books, upcoming events, call for papers
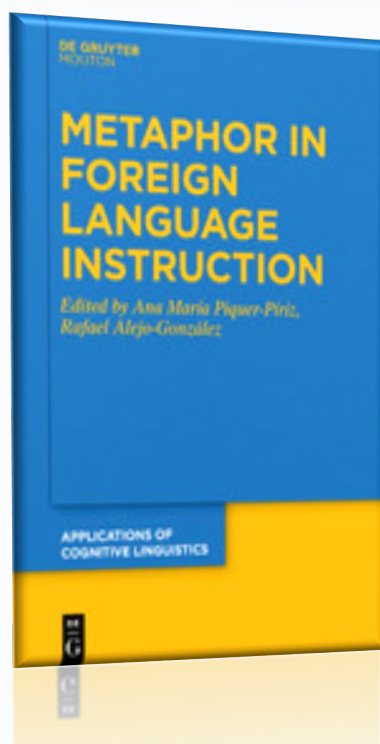
Ana María Piquer-Píriz, Rafael Alejo-González (Eds.) (in press). *Metaphor in Foreign Language Instruction.* Mouton de Gruyter.

Exploring the role that metaphor plays in our linguistic and conceptual systems from a Cognitive Linguistics (CL)-oriented perspective has attracted a great deal of attention for the past three decades. The analysis of the applications of some theoretical tenets of CL (mainly the notion of linguistic motivation) has been particularly fruitful in foreign language (L2) instruction. However, despite some important research findings related to the presentation of word meanings as systematically connected, metaphor is still rarely included as an important part of language courses designed for L2 learners.

This volume explores the important role of metaphor in L2 instruction by presenting both theoretical accounts and empirical studies into the topic. Part I comprises four theoretical chapters that touch upon issues of continuing relevance to the discipline (e.g. why metaphor is relevant for L2 learners and how it can be effectively taught) and introduce areas in need of further research (metaphor in L2 instruction in languages other than English or metaphor and young L2 learners). Part II consists of eight empirical studies that illustrate methodological challenges and best practices when analyzing metaphor in real L2 contexts.

"this collective volume honors Fiona MacArthur, who has been an active member of RaAM since its beginnings, for her important contributions to this field"

Looking forward to your contributions!

The next RaAM Newsletter will appear in the spring of 2020. As RaAM's Newsletter Editor, I am looking forward to receiving any news you may have about publications, research projects, completed PhDs, conferences reports, call for papers, etc.

Please send your contribution at any time to the RaAM Newsletter Editor: newsletter@raam.org.uk

Gudrun Reijnierse