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Message from the chair

RaAM has worked to develop opportunities for international outreach and collaboration through conferences and seminars since 2006. This international reach has been extended this year due to the COVID-19 pandemic, which has caused everyone to stop and assess what is important to them and evaluate what still can be done, and should be done, online.

Professor Susan Nacey and the organizing committee at the Faculty of Education at Inland Norway University of Applied Sciences (INN) have decided, on very short notice, that the RaAM conference can be done, and should be done, online. I want to thank them for working tirelessly to move RaAM 2020 to a virtual format so that we may continue our tradition of sharing research on metaphor and figurative language with colleagues from around the world.

The Association for Researching and Applying Metaphor (RaAM) is a registered UK charity with a mission to promote metaphor research around the world. This year RaAM has supported bursaries for one hundred registration fees and associated nine-month RaAM memberships so that many more people may attend this online event. We hope these bursary recipients will stay as members of the RaAM community and continue to engage with the important research being done on metaphor and figurative expressions.

Kathleen Ahrens, Chair of RaAM

Highlights

RaAM Virtual 2020, p. 2

The upcoming conference will take place **online** on 18-21 June. All welcome!

More RaAM Virtual, p. 10

All you need to know to prepare for the virtual conference

Metaphor column 1, p. 6

RaAM member Beatriz Martín Gascón poses eight questions to Marianna Bolognesi

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interviews
Justyna Wawrzyniuk

RaAM

Visit the website at
raam.org.uk
for details on
upcoming RaAM events

RaAM 2020 goes digital!



The 13th RaAM conference was scheduled to take place at the Inland Norway University of Applied Sciences (Hamar, Norway) from 18 – 21 June. Due to the COVID-19 crisis, the Local Organizing Committee (LOC) decided to turn the conference into an online event. On behalf of the LOC, Susan Nacey provides inspiring insights into RaAM13 going virtual.

One late evening towards the end of March, I finally came up for air and had time to consider what we should do about RaAM 2020, scheduled to take place in Hamar, Norway in June. First thoughts:

- 1) Cancel: No, not really an option
- 2) Postpone: And start (almost) from scratch again??? Nooooooooooooo
- 3) Go virtual: No. No. No way

There I was, for all of 15 minutes.

And then...hmmmm.

Maybe it *would* be possible to go digital, after all. After all, we had all the ingredients of an excellent conference: accepted abstracts, a community of metaphor researchers who had already put the conference days aside, a good local team. And Zoom, which I'd tried all of once at that point, seemed pretty intuitive.

Next step = consultation with others, including:

- 1) A very late-night call with RaAM EC conference secretary Allison Creed, whose enthusiasm for innovation and creativity is contagious
- 2) RaAM EC Chair Kathleen Ahrens & the rest of the EC, who were excited by this possibility and assured me the RaAM community would step up and help if we needed volunteers
- 3) Our local organizing committee, at both Inland Norway University of Applied Sciences (INN) and the Center for Multilingualism in Society across the Lifespan (Multiling), who were definitely up for this.
- 4) INN administration: green light from them as well. They had our back.
- 5) INN ICT department: enthusiastic about this new challenge
- 6) Our four keynote speakers who all immediately responded that they were most decidedly in favor of a virtual conference.
- 7) Our panel conveners, who said YES (adding, 'we need to check with our panelists...but YES')

(continue reading on the next page!)

And then I'd heard enough. If anyone could make the transition from a physical to a digital conference, RaAM could. And this move even fit in with our conference theme about creativity!

Since that time, we've come further in our planning & have loads of details worked out.

So here's one more list, this time about what you will meet at RaAM 2020*Virtual*:

- 110 full papers, in 3 live parallel sessions
- 17 WiPs, recorded in a lively '20in20' format & posted on our Padlet WiP Wall
- 19 posters, each with 3 minutes of recorded explanation, also created beforehand and posted on our Padlet Poster Wall
- 4 keynote talks, all of which are going to be great
- 3 plenary panel sessions:
 - one on methods in metaphor research,
 - one 'meet the editor' event (more on this later)
 - one 'corona' session (more coming about this too)
- 3 pre-conference workshops
- the RaAM annual general meeting
- Social events:
 - 1 folk music concert, broadcast live from a Norwegian farm (for a real treat, check out [Anders Lillebo's videos](#))
 - 1 digital escape room, made just for RaAM 2020*Virtual* by yours truly
 - 'meet the expert' coffee breaks, where you can mingle with our keynote speakers & chat.

These events will be stretched throughout the conference days, from early in the morning to late at night (Hamar time), so that there will be something for everyone, no matter what time zone you are in. The WiP Wall and Poster Wall will be open round the clock for you to visit & we expect everyone to leave comments, questions, encouragement & other feedback for our presenters there.

The reaction we've met among members of the metaphor community has been overwhelmingly positive, and we are so grateful to all of you. People all over the world — literally — have been in touch to cheer us on and to volunteer. We have also been noticed outside of the metaphor community, and have advised organizers of other events, both inside and outside academia, about how to hold a full-blown digital conference.

We are so looking forward to meeting you online in June. We are naturally disappointed that you won't be coming to Hamar, but — on the other hand — we suspect that far more people will be able to enjoy the conference in its digital format. We especially want to welcome Early Career Researchers and students to RaAM. We hope that for many of you, RaAM 2020*Virtual* will represent the start of a long career for you in metaphor research!

On behalf of the RaAM 2020*Virtual* Local Organizing Committee,
Susan Nacey (chair)

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

I hope that you are keeping well and staying safe in these unprecedented times that have changed our lives in many ways.

As most of you already know, RaAM 2020 is going digital. Therefore, let me encourage you to take part in RaAM's first-ever **virtual** conference that is held from 18-21 June 2020 and is hosted by the Faculty of Education at Inland Norway University of Applied Sciences (INN). With four keynote speakers, three workshops, plenary panel sessions, and even social and networking events all going virtual, this conference is the one you would not want to miss! **Registration for non-presenters is open until 14 June 2020.**



I also want to encourage you to vote in the **RaAM elections** that are taking place exclusively online. You can read the candidates' statements on the RaAM website.

For this edition's **METAPHOR column** interview with an established academic, **Beatriz Martin Gascon** talked to **Marianna Bolognesi** about her research interests, the power of pictorial metaphors, Amsterdam - her favourite city, and much more (see page 6). In the **second interview**, PhD student, **Justyna Wawrzyniuk**, tells us about her research on gendered metaphors in stand-up comedy, her fascination the Japanese language, Poland – her home country, and the excitement of being a metaphor researcher. Read the full interview on page 15.

As always, feel free to reach via postgrad_liaison@raam.org.uk if you would like to contribute to the METAPHOR column by interviewing an established academic or by being interviewed yourself.

Finally, as I resign as the PG Liaison, I would like to thank you all for the support and the moments we shared. These have been two wonderful years.

Best wishes,

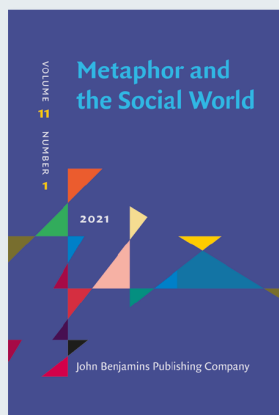
Jekaterina Sumanova

RaAM Postgraduate Liaison

postgrad_liaison@raam.org.uk

The journal *Metaphor and the Social World* publishes articles about all aspects of the connection between metaphor and context, communications, discourse, and connections. Many RaAM members have published in the journal, and we welcome submissions from researchers at RaAM. **The publishers offer a discount to RaAM members, who pay just 35 Euros for online access to the two issues per year.** As well as high-quality regular papers, we have some exciting special issues lined up. The next one, due out later this year, is guest-edited by Dennis Tay, and has the theme of metaphor and mental health, with articles from a range of theoretical perspectives and contexts. We hope you'll be keen to subscribe and contribute to this journal which is so central to RaAM interests.

JOURNAL INFORMATION



Metaphor and the Social World

Editors: Alice Deignan and Susan Nacey

University of Leeds / Inland Norway University of Applied Sciences
metaphor@open.ac.uk

Founding Editors: Lynne Cameron and Graham Low

The Open University / University of York

Associate Editor: Dennis Tay

Polytechnic University Hong Kong

Review Editor: Susan Nacey

Inland Norway University of Applied Sciences

The journal *Metaphor and the Social World* aims to provide a forum for researchers to share with each other, and with potential research users, work that explores aspects of metaphor and the social world. The term “social world” signals the importance given to context (of metaphor use), to connections (e.g. across social, cognitive and discourse dimensions of metaphor use), and to communication (between individuals or across social groups). The journal is not restricted to a single disciplinary or theoretical framework but welcomes papers based in a range of theoretical approaches to metaphor, including discourse and cognitive linguistic approaches, provided that the theory adequately supports the empirical work. Metaphor may be dealt with as either a matter

of language or of thought, or of both; what matters is that consideration is given to the social and discourse contexts in which metaphor is found. Furthermore, “metaphor” is broadly interpreted and articles are welcomed on metonymy and other types of figurative language. A further aim is to encourage the development of high-quality research methodology using metaphor as an investigative tool, and for investigating the nature of metaphor use, for example multi-modal discourse analytic or corpus linguistic approaches to metaphor data. The journal publishes various types of articles, including reports of empirical studies, key articles accompanied by short responses, reviews and meta-analyses with commentaries. The Forum section publishes short responses to papers or current issues.

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The Metaphor Column

interview by Beatriz Martín Gascón



M
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Marianna Bolognesi is a cognitive linguist interested in metaphor and metonymy, linguistic creativity and visual communication. She currently works at the Department of Languages, Literatures and Modern Cultures (University of Bologna, Italy). She is the coordinator of the Metaphor and Multimodality research area at the Metaphor Lab Amsterdam.

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

Hi Beatriz! Thanks for this interview. I don't have a favorite metaphor, actually. I like to hear and read creative metaphors that I've never encountered before. I like creative metaphors that surprise me, either because they are compelling in a given communicative situation, or because they are very challenging and trigger all sort of inferences, needed to understand the speaker's intentions. It's like remote tickling. Once you get used to a metaphor, as we know, it is not surprising nor particularly entertaining anymore, unless it is used in a new way, deliberately. So, my favorite metaphor is one that I haven't heard yet.

E is for **Experience**. Have your research experience and areas of interest changed over time?

Absolutely. I started off as a lexical semanticist, working on my PhD on the organization of word meanings in the mental lexicon of L1 and L2 speakers and the organization of word meaning "in the artificial mind", that is, in the mental lexicon that emerges from corpus-driven analyses of word co-occurrences. Unexpectedly, I found that motion verbs, which tend to be used figuratively, basically messed up the clean semantic clusters of verbs that I was hoping to find. So, I joined the metaphor community to understand better how these mechanisms work. I was invited by Gerard Steen to coordinate the construction of Vismet, the pilot corpus of visual metaphors, and then applied for a Marie Curie fellowship to go to Amsterdam to work at the Metaphor Lab. After 2 intense and amazing years spent in Amsterdam, working on how pictures and words construct metaphors, I became interested in the processes of creativity and moved to Oxford to work with the Creative Multilingualism team, led by Katrin Kohl.

continue reading on the next page

M E T A P H O R

In Oxford I collaborated with many UK-based scholars and strengthened my international network of collaborators. Now I am working on the mechanisms of abstraction and on the role of metaphor and creativity on the human ability to abstract meaning from experiences to construct abstract concepts (like BELIEF, but also generic concepts, like FOOTWEAR).

T is for **Torino**, where you received your PhD. Do you have any advice for those embarking on a PhD?

Find a project that you really like. Cross boundaries and disciplines, if needed, do not stick to what you know from graduate school. Dare to trust your guts and then be humble and patient to test your intuitions and possibly be ready to change your mind (this last part can be particularly painful, but it's part of the job). I think this sums up the PhD enterprise.

A is for **Amsterdam**, where you worked as a EU-Marie Curie awarded research fellow and still coordinate the Metaphor and Multimodality research area. What does this city mean to you?

Probably my favorite city in the world. When I moved to Amsterdam I was alone with an 8 months old baby (my husband kept his job in Italy and commuted to Amsterdam every other weekend). So, it wasn't very easy. But this situation gave me the opportunity to feel immediately an insider, somehow, even though I never really learned Dutch. I had to deal with the national healthcare system more than once in Amsterdam, attended daycare meetings in Dutch, participated in fundraising events etc. There is no place like Amsterdam to make one feel at home away from home. And the Metaphor Lab was the perfect balance of expertise, prestige and fun. I learned so much in those two years about metaphor, about how to set up a rigorous study, about the importance to keep an open mind about different theoretical views, as long as they are solid. I met many fantastic colleagues and friends, and for all of this, I'll always be thankful to Gerard Steen.

P is for **Pictorial**. Do you believe in the existence of pictorial metaphors? If so, what is the power of these metaphors?

The way you formulate this question, it made me think of a cult 😊

The pictorial system works very differently from the verbal one, in constructing and representing metaphors. Notably, one cannot represent an abstract or a generic concept in a direct way, in an image. In the verbal system we simply use words denoting quite abstract concepts, like anger or prestige, as well as words denoting quite generic concepts, like feeling and status. In the pictorial system we have to use strategies based on (I believe) metonymies, which help us to express what does not have a tangible referent. As a result, in pictorial metaphors, the metaphoric mappings are very often entangled with metonymies, and this makes these visual texts quite interesting.

continue reading on the next page

M E T A P H O R

H is for **Home**. As a researcher, you have lived in many cities across different countries, from Amsterdam to Oxford, and now you're in Bologna... Is it hard to make a new city your home?

Depends on the city, I guess. But I was very lucky (and I chose carefully my destinations). Amsterdam, Oxford and Bologna are all fantastic cities to live in, for different reasons. Amsterdam is beautiful, strong, efficient, welcoming. Oxford was a mystical experience, I feel. When I was there, I was awarded a research position at Jesus College, one of the oldest colleges downtown, founded in 1571 under the reign of Queen Elizabeth I. It felt like a lucid dream: the formal dinners in the Harrypotter-esque halls, the butler serving tobacco to sniff from a silver coffer, the old bottles of Port wine that accompanied the cross-disciplinary talks with professors and researchers from all around the world. And then there is Bologna, the oldest university in the world, and the most vibrant, progressive, family-friendly and open-minded city in Italy.

O is for **Oasis**. What is your oasis?

Now this is a tricky metaphor. Let me try to make sense of this. If I would have an oasis, that would imply that all around the oasis there should be a desert, I think. Right? This is based on my encyclopedic knowledge about oases (I picture something green, lively, social, etc.). For me it's the other way around. I am constantly in an oasis, and sometimes I really need to find some desert. I grew up in a crowded house, we were 9 brothers and sisters from two merged families. I've never had my own space, my desert, to just enjoy silence and let my synapses browsing around, without any specific goal. So, the desert is my oasis I guess.

R is for **Research**. Which topics do you think are still under-researched in the field of metaphor?

Linguistic diversity and creativity, for sure. Linguistic diversity is a huge challenge, because it is very hard to set up parallel studies that make the results comparable across languages. So, there are various studies that individually explore a language other than English, or that compare a language to English, but solid comparative studies that take into account several typologically different languages and various types of domains are badly needed. Creativity is under-researched, I think, because there is a lot of research on creativity, on creative thinking and creative behavior, that is typically not taken into account in many metaphor-related studies. I hope to contribute to bringing these studies to the table of discussion during my upcoming talk at RaAM Hamar 2020 Virtual edition, to which I really look forward.

Keynote talk Marianna Bolognesi @RaAM 2020 Virtual

Marianna will give a keynote talk about metaphor and creativity at RaAM 2020 Virtual entitled

"Creative, cutting edge, and bleeding edge metaphors".

For more info, see: <https://eng.inn.no/conferences/raam-2020/keynotes-and-plenaries/marianna-bolognesi>

Upcoming Events

Conference: UK Cognitive Linguistics Conference

Just like RaAM 2020 Virtual, the **UK Cognitive Linguistics Conference is going virtual this year!**

The conference will be held July 27-29 with a registration fee of 30 GBP, which also includes access to the pre-conference statistics workshops, as well as two workshops on iconicity/sound symbolism and perceptual metaphor.

There will be three days of conference talks featuring interdisciplinary research on language and cognition, much of it directly on figurative language, metaphor, and metonymy.

The four plenary speakers are: Adele Goldberg, Caroline Rowland, Gabriella Vigliocco, and Mark Dingemanse. For further information, see: <https://www.ukclc2020.com/>

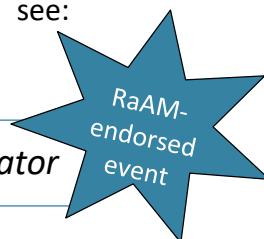
Symposium: Power, Persuasion, and Privilege: Metaphor as Mediator

The **AILA-World Congress of Applied Linguistics**, originally scheduled for August 2020, has been **postponed to 15-20 August 2021**. It will be **partly virtual**, offering more people the possibility to join!

The conference will host the **RaAM-endorsed symposium “Power, Persuasion, and Privilege: Metaphor as Mediator”**, organized by Kathleen Ahrens and Allison Creed.

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.

For further information, see: <https://www.aila2021.nl/>



A practical message to those of you who have registered for RaAM 2020Virtual from the Norwegian LOC:

We will be reaching out to all of you via email with crucial information needed to access the conference events. Make sure that you clear raamconf@inn.no so that our emails do not disappear into your spam!

In the week or so before the conference, we will be setting up times for you to **Zoom in and say hi**. This will give you the chance to check your audio and video before the conference and to adjust your digital nametag so it matches the name you registered with (a requirement to gain access to the conference).

If you are presenting a paper, it is especially important that you drop by to practice sharing your presentation on our digital platform. We will talk you through it and make sure you feel comfortable with sharing your screen, to avoid delays or other problems when you actually present. We will also get in touch with some of you to ask you to chair sessions, and will give you simple instructions and meet you online to make sure you will know what you're doing. 😊

Vote for the RaAM 2020 Elections!

Almost every year, there are elections for the **RaAM Executive Committee**. This year, the two positions for **Ordinary Member** and the position for **Postgraduate Liaison** are up for election.

We encourage all RaAM members to vote. See <https://www.raam.org.uk/elections/> for information about our candidates and voting instructions. Voting takes place exclusively online. The deadline for voting is May 22nd to **June 19th**, 2020, 11.59AM (CET).

It is important that RaAM is run by its members. We therefore need people to be willing to give their time and energy to making sure RaAM continues to develop as an international support for research and training on metaphor, metonymy, and other forms of figurative expression. Being a board member gives you the opportunity to be more involved in the RaAM community and to expand your professional network. **So, if you are interested in helping, please consider standing for the next election!** More information can be obtained via elections@raam.org.uk

Metaphor research in times of the Covid-19 pandemic

#ReframeCovid

Since the beginning of the global Covid-19 crisis, politicians and commentators have resorted to war metaphors to describe the virus, its impact and measures taken in response. This framing of the crisis has been criticised by [medical professionals](#), [historians](#) and [communication experts](#) alike. In addition, metaphor scholars are aware that no single metaphor can capture the full complexity of an experience or event, let alone a global pandemic.

This is why **Inés Olza** (University of Navarra), **Paula Perez Sobrino** (University of La Rioja), **Elena Semino** and **Veronika Koller** (both Lancaster University) have started an initiative on Twitter, using the hashtag **#ReframeCovid**, to foreground alternative and additional metaphors that are used to conceptualise and talk about the coronavirus pandemic.

This has led to a crowd-sourced collection of currently almost 400 examples from more than 20 languages. Anyone can contribute by either using the hashtag or adding directly to the collection here: <https://bit.ly/3cwoCuw>. Examples of alternatives to the war metaphor from non-European languages are especially welcome.

**#ReframeCovid will also be presented at a round table
at the virtual RaAM 2020 conference (18-21 June)**

Dear friends,

I have just published an article in one of the most read newspapers in Spain. In my article I explain the importance of conceptual metaphors and the use of the DISEASE IS WAR conceptual metaphor when we speak about covid-19. I hope it is of your interest.

https://blogs.elconfidencial.com/tecnologia/tribuna/2020-04-29/guerra-covid-19-metafora_2570808/

Kind regards, Marta Silvera-Roig

New articles

- Coll-Florit, Marta & Salvador Climent (2019). A new methodology for conceptual metaphor detection and formulation in corpora. A case study on a mental health corpus. *SKY Journal of Linguistics*, 32, 43-74. http://www.linguistics.fi/julkaisut/SKY2019/SKYJoL32_Coll-Florit_Climent.pdf

Metaphor-related blogs

- Members of MetNet Scandinavia – a network for metaphor research in, or related to Scandinavia - regularly write metaphor-related blog posts on: <https://www.metnetscandinavia.com/blog>

New RaAM member

Hello, everyone. I'm Juanjuan Wang from Xi'an, China. I'm now a second-year PhD candidate and also an associate professor of English Language and Linguistics at Xi'an International Studies University. My research is mainly concerned with the interface study of metaphors in cognitive linguistics, discourse analysis, comparative linguistics and foreign language acquisition. I will present my WiP in the coming RaAM 2020 Virtual, and was requested to become a member of RaAM before registering for the conference. But I'm so happy to be a member of this metaphor community! I believe I would learn a lot here! Nice to meet you all!



Hong Kong PhD Fellowships



Established by the Research Grants Council (RGC) of Hong Kong in 2009, the Hong Kong PhD Fellowship Scheme (HKPFS) is seeking international students to apply as new full-time PhD students in UGC-funded universities. Applicants should demonstrate outstanding qualities of academic performance (including a high GPA and high honors classification if applicable), research ability (as evidenced by conference and journal publications), strong English communication skills, and leadership abilities.

Please see <https://cerg1.ugc.edu.hk/hkpfs/index.html> for more information.

The Fellowship provides an annual stipend HK\$309,600 (approximately US\$39,700) and a conference and research-related travel allowance HK\$12,900 (approximately US\$1,700) to each awardee for a period of up to three years. More than 200 PhD Fellowships are awarded each academic year. If you are interested in this program, please write to the academic you would like to supervise you well in advance of the deadline (which is usually at the end of November) and explain how your research fits in and extends with their research area. This will allow you to get feedback and submit a strong, well-written research proposal.

RaAM members seeking qualified applicants in this submission round are Prof. Kathleen Ahrens (kathleen.ahrens@polyu.edu.hk) and Dr. Dennis Tay (dennis.tay@polyu.edu.hk).

Please see <https://www.polyu.edu.hk/eng/current-students/pg-research-prog/hong-kong-phd-fellowship-scheme/> for more information.

Recently completed project

Recently Completed Project: Semantic Neighborhoods and Interpretive Diversity

Hamad Al-Azary (University of Alberta)

Albert Katz (Western University)

Nick Reid (Western University)

By: Nick Reid

Some metaphors afford several interpretations, for instance, “*time is money*” could mean that time is “valuable,” “limited,” “can be wasted,” or “needs to be managed carefully.” Other metaphors afford limited interpretations, for instance, given “*a zebra is a piano*,” the interpretation that zebras, like pianos, are “black and white” may dominate. However, why is it that the former metaphor evokes such diversity in interpretations whereas the latter does not?

In collaboration with Hamad Al-Azary and Albert Katz, I have recently explored this question. Specifically, we examined whether the semantic neighborhoods of the metaphor’s topic and vehicle influences its *interpretive diversity* (see Utsumi, 2005). When a word resides in a high-density neighborhood, there are many other words that share a closely related meaning with this word. In contrast, a word residing in a low-density neighborhood has few related words. Semantic density was estimated here using vector-space modelling; a distributional semantics technique that measures word similarity based on co-occurrences in large text corpora (see Reid & Katz, 2018, for a review).

In our project, we had research participants list features that came to mind for 88 metaphors (i.e., “*adventure is a roller-coaster*”) and the 146 words that made up the topics (i.e., “*adventure*”) and vehicles (i.e., “*roller-coaster*”). For the topic words, we found that when the word was presented in isolation, high-density was associated with greater diversity of features, but when the word was embedded in a metaphor, high-density was associated with less diversity. This suggests that when metaphor topics are semantically rich, the vehicle helps to constrain the meaning and hide features of the topic. Low-density topics were also found to increase in diversity when embedded in a metaphor versus presented in isolation, suggesting that when metaphor topics are semantically poor, the vehicle helps to highlight new, less salient features.

This paper, *Metaphors: Where the neighborhood in which one resides interacts with (interpretive) diversity*, will be presented at the annual meeting of the Cognitive Science Society this summer. The full paper will be published in the conference proceedings later this year (available at <https://cognitivesciencesociety.org/>).

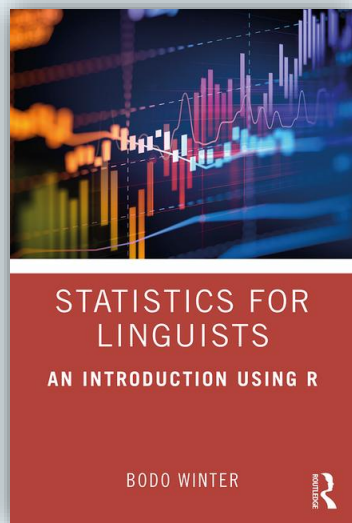
References:

Reid, J. N., & Katz, A. N. (2018). Vector space applications in metaphor comprehension. *Metaphor and Symbol*, 33(4), 280-294.

Utsumi, A. (2005). The role of feature emergence in metaphor appreciation. *Metaphor and Symbol*, 20(3), 151-172.

New books

Bodo Winter (2020). *Statistics for Linguists: An Introduction Using R*. Routledge.



At the beginning of the year, the new *Statistics for Linguists: An Introduction Using R* (by Bodo Winter, publisher: Routledge) has been published. This statistics book provides a very friendly and accessible introduction to the R programming language for linguistic researchers, including notes on how to conduct open and reproducible research with this tool.

This introductory text is decidedly math-free (as much as the subject matter allows), focusing on conceptual issues and clear descriptions of underlying statistical concepts. As the author of the book is a cognitive linguist, many of the hands-on examples will be accessible to metaphor scholars, including exercises with data on gesture, iconicity, and perceptual language.

More information can be found [here](#)

Richard Trim & Dorota Śliwa (Eds.) (2019). *Metaphor and Translation*. Cambridge Scholars Publishing.

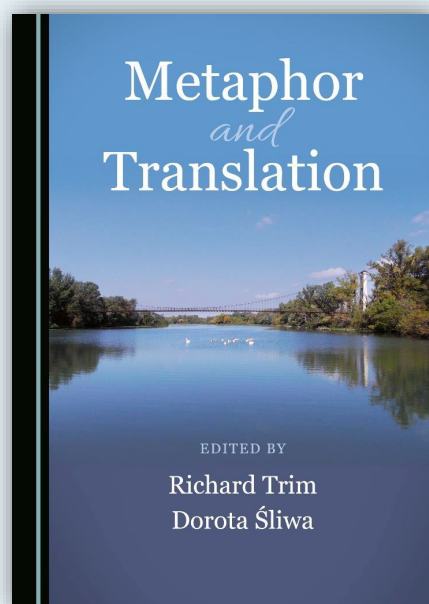
This volume brings together the ideas put forward at an international conference on Metaphor and Translation held at the University of Toulon in 2017. The bilingual nature of the contributions provides an insight into recent linguistic theories from both the English- and French-speaking worlds.

The essays cover aspects ranging from methodological and theoretical issues to specialist areas such as literature, culture and the economy. Whatever the theoretical approach applied, the findings come up with interesting and useful conclusions as to how metaphor is translated in the types of discourse analysis proposed.

As a result, this volume will be of interest to both scholars and students involved in metaphor studies and translation, as well as to professional translators wishing to keep track of recent theories and practical issues in the field.

Richard Trim is Emeritus Professor of English Linguistics at the University of Toulon, France.

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The Metaphor Column

interview by Jekaterina Sumanova



Justyna Wawrzyniuk is a PhD student and research associate at the University of Białystok, Poland. Her research interests focus on figurative language of humor and popular culture, and her dissertation explores gendered metaphors in stand-up comedy.

M
E
T
A
P
H
O
R

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

I have a lot of 'favourites', all for different reasons. But if I were to choose one, I would go with the one that was used by a Scottish comedian Daniel Sloss in one of his Netflix shows. He compared life to a jigsaw puzzle, where every element of our lives is like an individual puzzle piece. But the thing is, we have the parts, but we don't really know the image that we're working towards, so we have to try different elements and see what fits. And when you're doing the puzzle, you usually start with the corners, which are the fundamentals: family, friends, hobbies, job. Everything that happens throughout your life, every person that you meet, you try to fit them into your puzzle as you work towards the center. The main piece is the purpose, or sense, of your life, and it's different for everybody. We're all working towards our jigsaw puzzles, so the objective here is the ability to be an element of another person's puzzle while still trying to complete your own.

It's my favorite metaphor not only because I find it remarkably fitting but also because I love jigsaw puzzles!

E is for **Exciting**. What do you find exciting about being a metaphor researcher?

I think the fact that there is so much that has already been said and done with metaphors and yet, still so much to explore makes me excited in general!

continue reading on the next page

METAPHOR

T is for **Thesis**. In 2015, you defended your BA thesis on English borrowings in the Japanese language and even travelled to Japan two years after that. What made you study the Japanese language in the first place, and which aspects of the Japanese culture fascinate you most?

My interest in Japanese started well over 15 years ago because of a random TV program. I found Japanese fascinating, and I wanted to know more about it! Soon after, I started watching TV dramas and listening to music. One day I decided that enough was enough. I wanted to do what I like without relying on English or Polish translations, so I started learning the language ‘full-time.’

My fascination with Japan is still going strong even after all this time, so I honestly can’t choose one aspect that amazes me the most.

A is for **Achievement**. What are the greatest achievements on your PhD journey so far?

I feel like every step of my PhD journey is a tiny success. Every step brings me closer to being a better researcher, and I celebrate these successes and try to learn from them as much as possible. But hands down my most significant achievement so far is my work as a research associate at my university. I started this job just six months into my first year of PhD studies, and I don’t see myself anywhere else, at least for now.

P is for **Poland**. What are the five things you love the most about your home-country?

Only five? Okay, here we go!

1. Poland is a beautiful country. Picturesque landscapes, old towns, market squares, villages, castles... I could go on and on! Poland is very photogenic if I can say so myself.
2. Polish people are very friendly and helpful. We tend to be honest, too, so don’t ask us how we’re doing. We will actually tell you in excruciating details. Don’t say I didn’t warn you!
3. Food. Polish food can be quite heavy, but it’s delicious. If I could, I would totally live on *barszcz* (*borscht*), *pierogi*, and *pączki* (*Polish doughnuts*) alone.
4. Polish hospitality is unmatched. We love having people over (holidays or not; no occasion is still an occasion), and we treat our host duties very seriously, so there is no way you leave someone’s place hungry!
5. Language. In all its complexity, I can’t help but find it beautiful. Someone once jokingly told me that Polish is just a mixture of consonants with random vowels thrown now and then. It is a difficult language to learn, but there’s nothing better than finally cracking down that Polish tongue twister that even Polish people find problematic.

continue reading on the next page

METAPHOR

H for Humour. Your research focuses on gendered metaphors in stand-up comedy. What made you choose this discourse, and what interesting findings would you like to share so far?

I love that stand-up comedy is supposed to make you laugh and think at the same time. Comedians often choose 'taboo' topics and add a little bit of comedy here and there to discuss the issues that people don't necessarily talk about on an everyday basis. They want to contest your idea, and they do it by making jokes. With that being said, the choice of words and the way the comics conceptualize certain aspects of the society is very much deliberate.

So far, my observations are consistent with gender studies. I've found a lot of animal metaphors. For example, one comedian talks about marriage as farming, where the wife is a cow owned by a farmer, the husband. And then you have the other comedian who compares successful women to healthy gazelles which can easily escape their predators. With examples like that, the context seems to be everything: was it said as a joke or is the comedian trying to tell us something?

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

I do a lot of things, perhaps too many! I draw, I cook, I read books and play video games. I also love traveling, and I am a huge fan of police television dramas.

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

I find it humorous that almost every work e-mail I've received from the beginning of the pandemic began with something along the lines of: "I hope this e-mail finds you well in these uncertain times." I do admit, though, that I would initially do the same... Although we did find ourselves in weird and uncertain times, I can't help but be a little hopeful and optimistic that maybe this situation will somehow change the way we go about some things. Needless to say, my plans and ambitions had to be altered to fit the reality. I obviously want to finish my dissertation, and I hope to continue my work as a research associate. Still, I also want to explore language and humor further and find applications for my findings in the real world.

Oh, and I dream of a scientific conference where I get to meet people face to face again!

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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.

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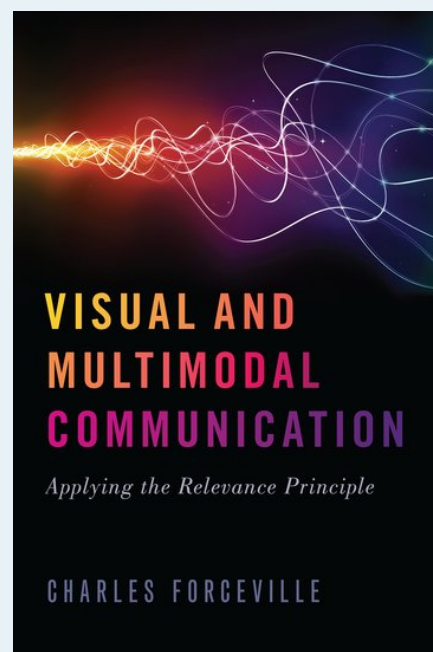
More books

Charles Forceville (2020). ***Visual and Multimodal Communication: Applying the Relevance Theory***. Oxford University Press.

Successful communication requires optimal relevance to a target audience. Relevance theory (RT) provides an excellent model based on this insight, but the impact of the theory has until now been restricted due to an almost exclusive focus on spoken face-to-face communication. *Visual and Multimodal Communication: Applying the Relevance Principle* is the first book to systematically demonstrate how RT can fulfill its promise to develop into an inclusive theory of communication.

In this book, Charles Forceville refines and adapts RT's original claims to show its applicability to static visuals and multimodal discourses in popular culture genres. Using colorful examples, he explains how RT can be expanded and adapted to accommodate mass-communicative visual and visual-plus-verbal messages. Forceville addresses issues such as the difference between drawing prospective addressees' attention to a message and persuading them to accept it; the thorny continuum from implicit to explicit information; and the role of genre. Case studies of pictograms, advertisements, cartoons, and comics provide contemporary and accessible examples of the importance of genre and of how the RT model can be connected to other approaches.

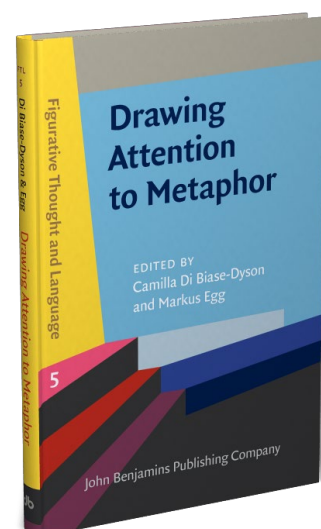
By expanding the application of relevance theory to include mass-communicative messages, *Visual and Multimodal Communication* reintroduces a central framework of cognitive linguistics and pragmatics to a new audience and paves the way for an inclusive theory of communication. More information can be found [here](#)



Camilla Di Biase-Dyson & Markus Egg (Eds.) (2020). ***Drawing attention to metaphor***. John Benjamins

This book brings philologists of ancient languages together with metaphor experts from several modalities to interrogate whether ancient and modern texts and languages draw attention to figurative tropes in similar ways. In this way, the diachronic, multimodal and pluridisciplinary contributions to this volume critically review the theoretical frameworks underpinning metaphor marking and metaphor analysis from a completely new empirical basis.

More information can be found [here](#)



Still more books!



Ruth Breeze and Carmen Llamas Saíz (2020). ***Metaphor in political conflict. Populism and discourse***. EUNSA Colección Lingüística: <https://www.eunsa.es/coleccion/linguistica-3/>

With a foreword by Andreas Musolff, this new volume in the EUNSA Colección Lingüística provides a set of highly up-to-date case studies on the important role of metaphor in populist politics and political conflict. Contents include Margaret Rasulo's analysis of the metaphors used in speeches by Barack Obama, Donald Trump, David Cameron and Theresa May; Jenni Räikkönen's investigation of metaphor in House of Commons debates on the EU; Carola Schoor's study of the role of metaphor in populist, elitist and pluralist political styles in the Netherlands, the UK and the USA; an analysis by Liudmila Arcimavičienė of the role of metaphors in

speeches to the United Nations General Assembly by Donald Trump, Hassan Rouhani and Sergey Lavrov; a chapter by Lorella Viola about metaphor in Matteo Salvini's end-of-year speech in Facebook; and a chapter by Ricardo Jiménez-Yáñez and Ruth Breeze on how different political stances influence the use of (and nuances in) particular metaphor scenarios in editorials about the Catalan Independence Referendum in Barcelona- and Madrid-based newspapers. Relevant to anyone interested in the intersection between metaphor and politics today.

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 to the RaAM Newsletter Editor: newsletter@raam.org.uk

Gudrun Reijnierse, RaAM Newsletter Editor