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Message from the chair

In these challenging times, we are grateful for the intellectual energy in the metaphor community world-wide. Professor Susan Nacey and her team lead a stellar RaAM2020 Virtual Conference (RaAM) from Hamar, Norway this past June. While we couldn't be there in person, we were able to engage with others in real-time about our work through talks, posters, and other fun events and it was certainly a bright spot in the summer!

Now we are looking forward to RaAM 14 to be hosted by a team of hard-working colleagues at Vilnius University in Lithuania. The conference will be in a hybrid format, allowing both online and on-the-ground presentations. The deadline for submitting is **November 18th** – I hope to see you there in whatever format you choose to present!

We are also open to conference bids for the 2022 conference – virtual and hybrid formats are also welcome for this event. The deadline is **November 30th** – more info can be found on **p. 7** of this Newsletter.

The RaAM Executive Board has been hard at work on a number of back-end issues related to membership and membership renewals. If you see a reminder in your inbox, please renew your membership so as to continue to support metaphor research.

Lastly, please keep sending information about your newly published papers, new or completed research projects to the newsletter – as this is THE way to keep in touch for us, especially now!

Kathleen Ahrens, Chair of RaAM

Highlights

RaAM14 Vilnius, p. 2

The next RaAM conference will take place **in hybrid form** on 23-26 June 2021. All welcome!

RaAM2020 Virtual, report, p. 13

Looking back at the first online RaAM conference

Metaphor column 1, p. 8

RaAM member Greg Woodin poses eight questions to Jeannette Littlemore

Metaphor column 2, p. 15

RaAM Postgraduate Liaison Justyna Wawrzyniuk interviews Greg Woodin

RaAM

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

Metaphor and Space

Vilnius University, Lithuania

23 – 26 June 2021



The 14th RaAM conference addresses figurative communication in reference to space, interpreted in many different ways: from spatial linguistic expressions in one or several languages to space as a frequent source domain for numerous metaphors to the space of text and discourse, of visual, auditory and other modalities.

The final submission deadline for abstracts has been extended to 18 November 2020!

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

Metaphor in cross-cultural communication, Metaphor and Mental Space Theory, Metaphor in discourse, Multimodal metaphor, Metaphor in gesture, Metaphor and translation, Metaphor in learner language and education

You may submit abstracts for one of two different presentation formats: (1) oral presentation, and (2) poster.

Submit your abstracts via:

<https://easychair.org/my/conference?conf=raam14>

RaAM 14 will be held on campus and online supporting greater access, equity, and sustainability in the #NewNormal. You will be able to choose between the two after your abstract is accepted.

The confirmed keynote speakers at the RaAM 14 conference are:

- Jonathan Charteris-Black, University of the West of England, UK
- Alan Cienki, Vrije Universiteit Amsterdam, The Netherlands
- Michele Feist, University of Louisiana at Lafayette, USA
- Charles Forceville, Universiteit van Amsterdam, The Netherlands

Conference registration will open in **February 2021**. More information can be found on the conference website: www.raam14.flf.vu.lt and on Twitter, Facebook and Instagram: **@raamconf**.

(continue reading on the next page!)

If you have any questions, please do not hesitate to contact the organizing committee at:
raam14@flf.vu.lt.

Local Organising Committee

Prof. Inesa Šeškauskienė (chair)

Assoc. Prof. Liudmila Arcimavičiūnė

Assoc. Prof. Jurga Cibulskienė

Dr. Ieva Stasiūnaitė

Assist. Prof. Justina Urbonaitė

Assoc. Prof. Dovilė Vengalienė

Assist. Prof. Eglė Žilinskaitė-Šinkūnienė

We are looking forward to welcoming you in Vilnius next year!



New articles

- Creed, A., McIlveen, P., & Perera, H. (2020). The dimensional structure of metaphors of career and their relations to career agency, job search self-efficacy, and negative career outlook. *International Journal for Educational and Vocational Guidance*.
<https://doi.org/10.1007/s10775-020-09442-3> Full text click [here](#).
- Creed, A., & Nacey, S. (2020). Metaphor analysis in vocational counselling: Moving from intuitive to reliable metaphor identification. *British Journal of Guidance & Counselling*.
<https://doi.org/10.1080/03069885.2020.1763915>
- Creed, A., & McIlveen, P. (2019). Uncorking the potential of wine language for young wine tourists. In *Management and Marketing of Wine Tourism Business* (pp. 25-41). Palgrave Macmillan, Cham. Full text click [here](#).
- O'Reilly, D., & Marsden, E. (2020). Eliciting and measuring L2 metaphoric competence: Three decades on from Low (1988). *Applied Linguistics*. <https://doi.org/10.1093/applin/amz066>
- Rasse, C., Onysko, A., & Citron, F. M. (2020). Conceptual metaphors in poetry interpretation: A psycholinguistic approach. *Language and Cognition*, 12(2), 310-342.
<https://doi.org/10.1017/langcog.2019.47>

More new articles

Winter, B., & Yoshimi, J. (2020). Metaphor and the philosophical implications of embodied mathematics. *Frontiers in Psychology*, 11, 2848. <https://doi.org/10.3389/fpsyg.2020.569487>

In a new *Frontiers in Psychology* paper called “Metaphor and the Philosophical Implications of Embodied Mathematics”, the linguist Bodo Winter (University of Birmingham) and the philosopher and cognitive scientist Jeff Yoshimi (University of California, Merced), revisit the seminal work of Lakoff and Núñez’s book “Where mathematics comes from.” They discuss the proposal that abstract mathematical knowledge is based on metaphor in light of new experimental evidence on how people think about numbers in terms of space, and in light of research in the philosophy of mathematics.

Winter and Yoshimi argue that we cannot use a metaphor analysis of mathematical thought to conclude that mathematical entities do not exist in an ontological sense. That is, the valuable and important empirical work in embodied mathematics is ultimately metaphysically neutral, compatible with all existing philosophical positions in this field. This runs counter to Lakoff and Núñez’s arguments, according to which their metaphor analysis runs against the Platonist view that mathematical entities exist in a metaphysical sense. Winter and Yoshimi furthermore discuss whether abstract knowledge could not exist without metaphor, or whether abstract knowledge is merely facilitated, or made easier to acquire, by metaphor.

Nacey, S. (2020). Metaphors in high-stakes language exams. In G. B. Steien & L. A. Kulbrandstad (Eds.), *Språkreiser - festskrift til Anne Golden på 70-årsdagen 14. juli 2020* (pp. 287-308). Oslo: Novus forlag.

This chapter is a corpus-based exploration into manifestations of understanding of metaphor among speakers of L2 Norwegian. The empirical data consists of written texts produced by 22 adults with different linguistic and cultural backgrounds, where they respond to a task requiring them to interpret a literary metaphor and incorporate that metaphor in a text about their own lives. The informants’ texts were produced as part of a high-stakes language exam called Test i norsk - høyere nivå (‘Test of Norwegian - advanced level’), collected in the Norsk andrespråkskorpus (‘Norwegian Second Language Corpus’).

[Download the chapter here.](#)

Winter, B., Duffy, S. E., & Littlemore, J. (2020). Power, Gender, and Individual Differences in Spatial Metaphor: The Role of Perceptual Stereotypes and Language Statistics. *Metaphor and Symbol*, 35(3), 188-205. <https://doi.org/10.1080/10926488.2020.1794319>

English speakers talk about power in terms of verticality, as in “being at the peak of one’s power” or “at the bottom end of society.” Psycholinguistic experiments have shown that people associate verticality with power in an automatic fashion: People are quicker to respond the words “doctor” when being displayed on top of “nurse.” In a new study published in *Metaphor & Symbol*, Winter, Duffy and Littlemore (2020) show that such associations between power and vertical space have a gendered dimension. Male and female participants responded differently to vertical metaphors, and this was further affected by whether the profession terms involved were stereotypically male or female. The study also includes a corpus component, with a new gender stereotypicality measure generated from how often particular professions are talked about as male or female in the British National Corpus.

Tweet thread with description:

<https://twitter.com/BodoWinter/status/1319214490454458369>

RaAM Early Career Research Paper Prize 2021: Call for submissions

Dear RaAM Members,

We are delighted to announce the call for submissions for the **RaAM Early Career Research Paper Prize 2021!**

The prize aims to encourage the production and dissemination of high quality research in the field of metaphor. The prize is awarded every conference year for the best research paper published by a researcher who has recently completed a PhD.

The prize for 2021 will be £200 + free RaAM membership until 22nd June 2022.

For application details, see: <http://www.raam.org.uk/about-raam/early-career-prize/>.

Key dates:

- **Deadline** for submitting a paper: **18 April 2021**
- Award to be announced at the RaAM 2021 Conference, 23-26 June, 2021

For further information, please contact m.bolognesi@unibo.it

Best wishes and many thanks!
Marianna Bolognesi and Lorena Bort Mir (coordinators)

Student matters: An update from the Postgraduate Liaison

Dear RaAM Student Members,

Let me begin by expressing my hope that you and your loved ones are staying safe and healthy.

First, I wanted to thank you for taking part in the 13th RaAM conference last June. It was the first time that RaAM went digital, and as you could see for yourself, it was a success! I was glad to hear that many of you could be there because of the event's online format. With that being said, I am sure you will be excited to hear that **the upcoming 14th RaAM will be both online and in-person!** This way, those of us who otherwise would not be able to attend can also enjoy the RaAM experience.



The submission deadline for the 14th RaAM conference has been extended till November 18. Make sure to submit your abstracts because we would love to hear about your research!

“But what about the PhD event?” you may ask... Fear not! Justina Urbonaitė from the 14th RaAM Local Organizing Committee and I are actively working on ways to bring us all closer, both online and in-person. Make sure to check the conference website for updates and stay tuned for the Spring 2021 newsletter for more information!

In addition, I am thrilled to tell you that this issue's **METAPHOR Column** is something else! We have **Greg Woodin** from the University of Birmingham who was gracious enough to be both the interviewee and the interviewer: Greg took on the challenge and talked to his supervisor, **prof. Jeannette Littlemore**. Read on to find out why they mention sports (including FIFA), shopping, and Korean dramas. They also have some fantastic pieces of advice for early career researchers! Check the interview with prof. Littlemore on page 7, and with Greg on page 14.

If you would like to interview an established academic for the MC, or be interviewed yourself, please email postgrad_liaison@raam.org.uk.

Finally, as I sign off for the first time as PG Liaison, I wanted to thank everyone for your support in the recent elections. I will use these upcoming years to strengthen our student community and make RaAM a memorable and enjoyable experience!

Best regards,

Justyna Wawrzyniuk

RaAM Postgraduate Liaison | postgrad_liaison@raam.org.uk

Call for bids

RaAM 2022 conference host

Are you interested in hosting a future Researching and Applying Metaphor (RaAM) annual conference at your institution?

BIDS FOR CONFERENCE HOSTS NOW BEING ACCEPTED

The RaAM Executive Committee (EC) invites bids to host the 2022 RaAM15 conference. Contact the [RaAM Conference Secretary](#) for more details.

[The Association for Researching and Applying Metaphor \(RaAM\)](#) is an international, non-political, and independent educational association that is now accepting bids to **host the 2022 RaAM15 conference (deadline November 30, 2020)**. Past conference themes include: [RaAM11](#) Metaphor in the arts, in media and communication, [RaAM12](#) Metaphor across contexts and domains: From description to application, and [RaAM13](#) Metaphorical creativity in a multilingual world. RaAM encourages organisers to consider formats such as hands-on workshops and training sessions to allow for in-depth discussion and practical or applied work.

The conference should be held between May and July and organised by a Local Organising Committee (LOC) led by at least one member of RaAM. The event will be expected to further the aims of the RaAM Association as laid out in its [constitution](#). LOC's normally consist of a team of 2-4 researchers, plus student volunteers. LOC's are asked to review the [Proposals for hosting a RaAM conference](#) document.

In order to be held under the auspices of the Association, organisers must have their proposals approved by the RaAM Executive Committee. For more detailed information, refer to the [Guidelines for prospective hosts](#). Advice and support will be available throughout the process of submitting your bid and preparation for the conference.

Contact [Allison Creed](#) (Conference Secretary) at RaAM (conf_secretary@raam.org.uk) to express your interest and request further information on preparing a successful proposal. RaAM is also accepting bids for RaAM 2023, RaAM 2024, and RaAM 2025.

**The deadline for submitting bids for the 2022 conference is
30 November, 2020.**

*We are looking forward to receiving your bids
and to (virtually) visit your corner of the world!*

The Metaphor Column

interview by Greg Woodin



M E T A P H O R

Jeannette Littlemore is a Professor of Applied Linguistics in the Department of English Language and Linguistics at the University of Birmingham. Her research focuses on metaphor and metonymy and explores the facilitative and debilitating role played by metaphor and metonymy in language education and in cross-linguistic and cross-cultural communication more generally. She is interested in the creative use of metaphor and metonymy and in the ways in which figurative meaning is negotiated by speakers with different kinds of background knowledge and different emotional experiences.

Her books include: *Metaphors in the Mind: Sources of Variation in Embodied Metaphor* (CUP, 2019), *Metonymy: Hidden Shortcuts in Language, Thought and Communication* (CUP, 2015); *Figurative Language, Genre and Register* (with Alice Deignan and Elena Semino, CUP, 2013); *Applying Cognitive Linguistics to Second Language Learning and Teaching* (Palgrave MacMillan, 2009) and *Figurative Thinking and Foreign Language Learning* (with Graham Low, Palgrave MacMillan, 2006). She has just finished writing a new book: *Unpacking Creativity: The Role of Figurative Communication in Advertising* (with Paula Pérez-Sobrino and Samantha Ford, CUP, in press for 2021).

M is for **Metaphor**. Can you think of a metaphor to describe the process of conducting research?

Yes: Choosing research topics is a bit like shopping in a supermarket, there are all sorts of enticing things that shout from the shelves ‘come and look at me’ or ‘come and buy me’. It’s a matter of choosing what are the most interesting things to take down from the shelves and try out, and then finding out how they all combine. I love the fact that, like with cooking, you never know what the results of a research study will be until the very end.

continue reading on the next page

M E T A P H O R

E is for Embodied. Your latest book is called *Metaphors in the Mind: Sources of Variation in Embodied Metaphor*. Can you tell us a bit about it?

It's about 'embodied metaphor' a term used to describe the phenomenon whereby our bodily interactions with the world around us provide a motivation for the metaphorical ways in which we talk about abstract concepts and emotions. Much of the early work on embodied metaphor tended to assume a single set of universal, shared bodily experiences that motivate our understanding of abstract concepts. In this book, I look at variation in people's experiences of embodied metaphor. I talk about how factors, such as environment and context, the shape and size of one's body, age, gender, physical or linguistic impairments, personality, ideology, political stance, religious beliefs, cultural and linguistic background have the potential to impact on the way in which we form and use embodied metaphor.

T is for Teaching. What is your favourite thing to teach to people who are unfamiliar with your research?

I love teaching my students about all the fun experiments that have been conducted in order to test the 'psychological reality' of embodied metaphor. We try them out on each other in class, and sometimes outside the class.

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

I'd love to spend more time investigating, and getting to grips with, the relationship between emotion and creative metaphor. What is it about intense emotional experiences that seems to drive the production of creative metaphor and why is it that we so often resort to creative metaphor to help us understand and share difficult experiences? And looking at it from the other end, why is it that people so often respond on such an emotional level to creative metaphor, particularly when it's used to describe negative experiences? These are the questions that I would like to investigate next.

P is for Professor. You're Professor of English Language and Applied Linguistics at the University of Birmingham. Do you have any advice for early career researchers hoping to follow in your footsteps?

Yes. Have faith in your own ideas. Don't think that because someone is more senior than you or appears to have more confidence than you that their ideas are right and yours are wrong. Have confidence in your own gut feelings, as far as research is concerned.

H is for Highlights. What are the best, most fulfilling parts of your job?

I love working with my PhD students. I have learned so much from them over the years and am still continuing to learn. I also have to confess to loving RaAM conferences. I have made so many friends at these conferences from so many different countries. They also keep my intellectual curiosity alive. Just when I think there isn't anything more to learn about metaphor, a new and surprising study emerges at a RaAM conference forcing me to look at things in a new way.

continue reading on the next page

O¹ is for **O**ther. What are your interests outside of academia?

I love hiking and generally getting lost in the countryside, particularly on cold, bright days. Weekend excursions are a kind of tonic that keep me going all week. I also love playing slushy Cole Porter and Jerome Kern songs on the piano, with the sustain pedal firmly floored to mask all the wrong notes.

R is for **Relaxing**. What do you do to unwind after a hard day's work?

At the moment, in semi-lockdown, my guilty pleasure in the evening is Korean dramas. I am absolutely hooked on them. Not only are the plots and characters totally absorbing, but I also love listening to Korean; it's such a beautiful language.

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

Call for Papers

TIMES OF METAPHOR:

A Symposium on the Temporal, Metaphorical, and the Still and Moving Image

June 12th 2021, London UK
Royal College of Art

The aim of this one-day symposium is to investigate how conceptions of time condition and affect our awareness of metaphorical meaning in still and moving images. During this symposium, we will critically engage with the material, experiential and the aesthetic aspects of visual images, in order to understand the exact relation between the specific temporalities of these images and the temporal nature of the metaphorical. We welcome proposals from career researchers, postgraduates, as well as practitioners working in areas of still and moving images, such as, but not limited to, photography, film, animation, the visual arts, new media, design, computational imagery, data visualisation etc.

The event will feature paper presentations, a keynote speaker and a drinks reception. There will be no registration fee or any fees to attend the symposium. Please send an abstract of 300-500 words along with a brief bio of 100 words to timesofmetaphor@gmail.com in a word document by **December 7th 2020, 23:59 (BST)**. Final papers will be expected to be a maximum of 3,000 words, and presenters will be given 30 minutes to speak. Please feel free to also email any questions to this address.

<https://timesofmetaphor.wixsite.com/symposium/call-for-papers>

Upcoming Events

Conference: *LSPPC6: 6th International Conference of Asia-Pacific LSP & Professional Communication Association (Online Conference)*

Multimodality and Beyond: Addressing complexity and emerging needs in LSP

We are pleased to announce our second call for the 6th International Conference of the Asia-Pacific LSP & Professional Communication Association on the theme of “Multimodality and Beyond: Addressing complexity and emerging needs in LSP”, to be held online from June 3rd to 5th 2021, hosted by the Department of English at City University of Hong Kong. Given the importance of gesture to multimodality, this conference is being organised in collaboration with the regional hub of the International Society for Gesture Studies (ISGS Hong Kong).

We are going online

In view of the continuing travel restrictions and other issues associated with the global pandemic, we have taken the difficult decision to move the conference from a physical, face-to-face event to an online, virtual event. We hope that this decision provides you with some certainty and that you will be able to submit an abstract in the knowledge that you will be able to participate from a distance. While an online event can never replace a face-to-face one, we will be able to charge less than we would have had to for the ‘real life’ event. In addition, we hope that this will be a ‘greener’ event without the need for airfares and hotels, as well as making it possible for more people to attend. With a bit of luck (but probably a few hiccups along the way), we hope to simulate an exciting and engaging event that results in new connections, new knowledge, and various kinds of academic ‘outputs’.

Confirmed Plenary and Workshop Speakers:

- Professor Diane Belcher, Georgia State University
- Professor Kay O’Halloran, University of Liverpool
- Professor Guangwei Hu, Polytechnic University of Hong Kong
- Professor Jürgen Streeck, University of Texas at Austin
- Professor Li Wei, University College London

Invited Panels, Convened and Chaired by:

- Professor Sue Starfield, University of New South Wales
- Dr. Christoph Hafner, City University of Hong Kong
- Dr. Renia Lopez, Polytechnic University of Hong Kong

The local organising committee at the Department of English, City University of Hong Kong, looks forward to seeing you online!

Dr Simon Harrison (Chair), Dr Christoph Hafner (Co-Chair, President of Asia-Pacific LSPPC Association), Dr Becky Kwan, Dr Jenifer Ho

Conference Secretariat: Ms Hemans Wong, Ms Cecilia Chan

[LSPPC6: Multimodality and Beyond: Addressing complexity and emerging needs in LSP](#)
[Asia-Pacific LSP & Professional Communication Association](#)
[International Society for Gesture Studies – Hong Kong](#)

Upcoming Events

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/>

Doctoral fellowship announcement

A doctoral fellowship will soon be announced at the University of Oslo. The fellowship is a fully paid employed position for three to four years. Applicants must present a project description closely related to the following framework:

Applicants are invited to submit a project proposal for a doctoral dissertation related to the research project “Figurative Language in Crisis Understanding and Management”. The project examines the role of figurative language in situations of individual or collective threats and crises, and it includes experimental methods, focus groups, and surveys, in addition to discourse-analytical approaches. The applicant must present an independent subproject that lies within the scope of the above. He or she is expected to address the effect of figurative language on people’s emotions, actions, and attitudes, focusing on one or a few figurative devices used in the conceptualization and representation of various “crises” (related, e.g., to climate change, migration, and public health). The empirical material examined may be verbal, multimodal, visual, or a combination of these. A comparative perspective (including at least one Slavic language or culture) and a combination of research methods (e.g., discourse analysis, semiotics, surveys, questionnaires and/or psycholinguistic experiments) is desirable.

Persons that have already started doctoral studies elsewhere are also eligible, and co-supervision is an option. Potential applicants are welcome to contact me if they need any further information. E-mail: ljiljana.saric@ilos.uio.no

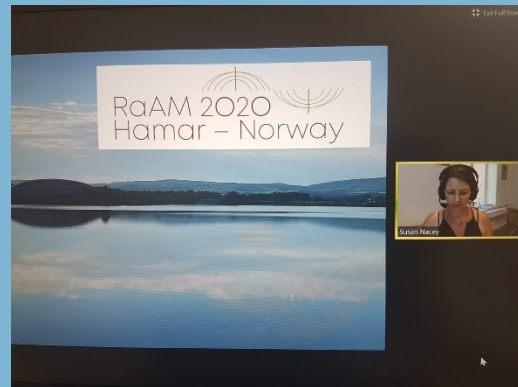
Metaphorical creativity in a multilingual world



It's been more than four months since we had the pleasure of welcoming RaAM to Hamar. The Norwegian summer is over, and the leaves are falling. Time for reflection.

RaAM 2020*Virtual* was held from 18-21 June 2020, hosted by the Faculty of Education at Inland Norway University of Applied Sciences ([INN](#)) together with the Centre for Multilingualism in Society across the Lifespan ([Multiling](#)). Our conference featured:

- 3 pre-conference workshops
- 4 keynote talks
- 3 plenary sessions
- 16 works in progress
- 20 posters
- 110 live papers in 3 parallel sessions
- 1 Norwegian folk music concert
- 1 quiz night
- And loads of virtual meet-ups.



In other words, this was no scaled-down second-rate event. RaAM 2020*Virtual* was a full-blown 4-day international scientific conference, with sessions running from early in the Norwegian mornings to late in the Norwegian nights to accommodate delegates in time zones around the world. During those days, our local organizing committee (LOC) in Hamar was joined by 300 researchers from 45 different countries. A real conference – with the greatest number of delegates at any RaAM conference to date – strengthening our research community for the future.

We would like to thank the RaAM Executive Committee and the entire RaAM community for enthusiastically supporting our decision to move our already planned physical conference to a digital format. When we first made the decision to move online, we were a bit concerned that when we turned on our computers on June 18th, we'd find ourselves alone in our Zoom meetings and webinars.

But no! You joined us. You held your papers (live!), you presented your posters and WiPs, you replanned your workshops and panels to accommodate our virtual format, you volunteered to assist people in our Help Center, you chatted and tweeted and shared on Facebook. You encouraged us with your words and supported us with your actions.

The responses from our post-conference evaluation were overwhelmingly positive. We were especially pleased to learn that conference delegates (even self-proclaimed 'dinosaurs') felt that they had been able to interact well with each other through our virtual meet-ups and through the written chat in the Zoom meetings and webinars. Early Career Researchers indicated that they had found it easy to contribute with comments and questions (maybe easier than had we met in person). People who had never been to a RaAM conference before reported that they had felt welcomed and now intend on coming to future RaAM events. All this bodes well for the future of metaphor research!

continue reading on the next page

Since June, we have also done our best to share our experiences with organizing and hosting a virtual conference, to enable others to do the same (and better). In September, INN hosted a free online seminar called ‘Organizing virtual conferences’ that opened with a one-hour panel discussion. Here the convenors of five international online conferences talked about challenges, possibilities and opportunities of the format: Susan Nacey for RaAM 2020*Virtual*, Beatrix Busse for ICAME41, Henry Tyne for TaLC 2020, Bodo Winter for UKCLC 2020 and Charlotte Taylor for CADS 2020. If you are interested in the behind-the-scenes workings of virtual conferences, please check out the recording of our discussion ([here](#)), as well as our resources page ([here](#)).

We were disappointed that none of you were able to come to Hamar as we had originally planned. And yet our experiences with planning and hosting RaAM 2020*Virtual* have demonstrated that it is possible to hold a top-quality scientific conference, including research dissemination, networking events, and social bonding. In your feedback to us, you pointed out all sorts of advantages of virtual conferences; you can read a summary of your responses [here](#). We hope that all of us take the positive elements from this and similar conferences with us when we create a ‘new normal’ in post-corona times. #NewNormal

Finally, we’d like to remind you that RaAM 2020*Virtual* isn’t really over. You can revisit the keynotes, panel sessions and papers [here](#), where we have uploaded all our recordings (with permission). The posters are [here](#), the WiPs are [here](#), and you can still try your hand at our digital escape room [here](#). As always, please share with others and spread the word!

Next stop: RaAM14 in Vilnius!

Susan Nacey, on behalf of the RaAM 2020*Virtual* LOC
November 2020

Find conference reports from bursary winners on p. 18 and 19!



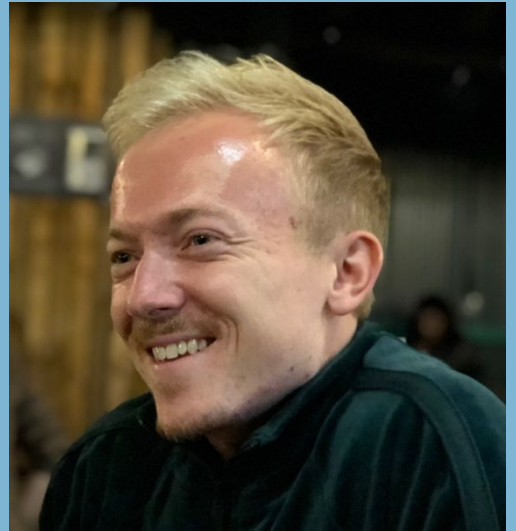
Please donate to the RaAM Support Fund!

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](#).

The Metaphor Column

interview by Justyna Wawrzyniuk



M E T A P H O R

Greg Woodin is a second year PhD student in the department of English Language and Linguistics at the University of Birmingham. He is supervised by Professor Jeannette Littlemore, Dr Bodo Winter, and Dr Marcus Perlman, and is funded by the Economic and Social Research Council. His research concerns the cognitive basis of metaphor, iconicity, and gesture, with a focus on sensorimotor simulation.

M is for **Metaphor**. Do you have a favourite metaphor?

“In the sunset of dissolution, everything is illuminated by the aura of nostalgia, even the guillotine.” – Milan Kundera, *The Unbearable Lightness of Being*.

The sunset represents an ending, and the hazy sundown light represents the sentimentality attached to the experience that will soon disappear behind the horizon forever. This quote is a beautifully poetic reminder of our tendency to regard the past with rose-tinted glasses. The knowledge that those memories can never be re-experienced can make us long to return to that earlier time, even if that time was ultimately negative (as represented by the guillotine). There is comfort attached to the certainty, even if the certainty is of pain.

E is for **Energy**. What do you do to recharge your batteries after a stressful day?

I enjoy listening to music – mostly hip hop. Savage Mode 2 by 21 Savage and Metro Boomin is currently on rotation. Keeping up with my YouTube subscriptions (check out Adam Neely for deep videos about music) and podcasts (I like Making Sense by Sam Harris) is a full-time job. I'm also watching the TV series Mr. Robot, which is good again after a slow second season. Recently I've been honing my FIFA skills, fighting hard to earn promotion into division three. To calm myself down after losing a crucial game in injury time thanks to a freak goalkeeping error, I enjoy drinking green tea, reading popular science books (I'm currently reading Other Minds by Peter Godfrey-Smith), and meditating.

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M E T A P H O R

T is for **Talent**. Do you have any hidden talents that you might want to share with us?

It's not exactly a secret (ask anyone who's lived with me) but I'm constantly singing, and I also play guitar. When the mood takes me, I write depressing poetry. If you ever end up reading my poetry: don't worry, I'm doing fine.

A is for **Advice**. What is the one thing you wish you had known at the beginning of your research career?

That it's normal to get rejected. My first paper was accepted (after major revisions, mind you) at the first journal we submitted to. That experience gave me unrealistic expectations for the publication process – and doubtless inflated my ego! Since then, I have experienced rejections and interminably long review processes that have made me question what exactly I'm supposed to be good at. I've learnt from those experiences that academia is a long game – patience and perseverance are key. It would be much nicer for reviewers to tell you your work is perfect as it is, but taking the criticisms onboard and using them to improve your work is crucial. Trust the process, stay open to feedback, and you'll become a better researcher. Rejection isn't failure – it's a cliché, but rejection is just an opportunity to improve.

P is for **Publications**. Can you tell us about your recent work?

I recently submitted a paper with Bodo Winter, Marcus Perlman, Jeannette Littlemore, and Teenie Matlock investigating the gestures that people perform when they use different metaphors that frame numerical quantity in terms of physical size (e.g., 'tiny number') (**Check p. XX of this newsletter for more info!**). I have another paper under review with Bodo Winter and Lace Padilla that investigates the effect of various conceptual metaphors on the interpretation of data visualizations. I'm also working on a paper with Marcus Perlman where we propose a model explicating the integral role of iconicity in the evolution of language. Finally, I have a 2018 paper published in *Frontiers in Psychology* with Bodo Winter where we use a series of experimental tasks to investigate spatial metaphors relating to quantity, time, and emotional valence.

H is for **Highlights**. What are the most interesting or exciting things about metaphor research?

Being immersed in metaphor research, we can take for granted the basic premise that the metaphors we use to talk about different phenomena reflect deeper ways of conceptualising the world. This premise is still the most exciting part of metaphor research for me, especially given that we can uncover experimental or gestural evidence for these metaphorical mappings. It can often be useful to talk about one's research with people who aren't familiar with the field to remind oneself of what makes it so interesting.

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O¹ is for **Other**. What are your interests outside of academia?

Working out at the gym is a big part of my life. This year – like many other people – I've also got into running, so I have a reasonably well-balanced fitness regime. Keeping fit is extremely important to my mental health. There's nothing quite like the philosophical thoughts that arrive after an intense deadlifting session, or the peaceful contentment after a long run. Endorphins are important!

R is for **Research**. Can you tell us more about your PhD project?

My PhD thesis is an unruly, shapeshifting beast that I have not yet fully tamed, but the central idea is that sensorimotor simulation – the mental recreation of previously experienced perceptions and actions – drives multimodal communication. From this premise, I investigate the cognitive processes that underlie the production of metaphoric and iconic language and gesture, and how these mental processes affect our behaviour.

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

Completed PhD project

Višnja Čičin-Šain, University of Oslo

Metaphors of Language. A Discursive and Experimental Analysis of the Role of Metaphor in the Construction of National Languages: The Case of Croatian and Serbian

A doctoral dissertation submitted to the Faculty of Humanities, University of Oslo, Norway
Defended on the 10th of December 2019.

Supervisor: Ljiljana Šarić, PhD, University of Oslo

Co-supervisor: Mateusz-Milan Stanojević, PhD, University of Zagreb

With metaphor as the focus throughout three different articles and their specific questions, this doctoral dissertation combines two major intersecting fields of research: metaphor, in both its discursive and conceptual aspects, and the ideological construction of languages.

The discursive function of metaphor is investigated through its ideological dimension in debates and discourses about LANGUAGE (e.g., Bermel 2007, Berthele 2008), where linguistic metaphors contribute to the representation of Croatian and Serbian as separate, delineated national languages and depict the relationship between them. Based on two discursive studies of authoritative texts (comprised mainly of language advice articles for both Croatian and Serbian discourses), I demonstrate that metaphor plays a crucial role in the representation of the LANGUAGE-NATION nexus. Given that (national) languages are not immediate entities, but always at least partly constructed in discourse (Sergeant 2009), I demonstrate that metaphors are not only indispensable in the discursive delineation of Croatian and Serbian, but also in the construction of their symbolic values and the promotion of certain national ideologies.

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Specifically, on the basis of a discourse analysis of Croatian authoritative texts, I propose a metaphorical LANGUAGE-IN-DANGER scenario and demonstrate how metaphors constructing DANGER in relation to LANGUAGE (e.g., DROWNING, COLONIZATION, ILLNESS) underlie puristic ideology and sustain the idea of the Croatian language as a national emblem. In the Serbian authoritative discourses about language, I look into the metaphors of VIOLENCE/PHYSICAL STRUGGLE/WAR in relation to LANGUAGE and demonstrate how they serve to sustain both “in-country” oriented language purism, as well as language ideologies that promote hegemonistic tendencies towards neighboring nations and/or languages.

The conceptual aspects of metaphor are investigated through the role of embodiment in nationally driven language attitudes. More specifically, I investigated the influence of the domain of DIRTINESS in shaping language attitudes (e.g., Duschinsky et al. 2016). Based on the findings of an experimental psycholinguistic study probing into the effects of physical dirtiness on the language attitudes of a group of native Croatian speakers, I argue for a limited role of embodiment in relation to language attitudes. The findings of the experimental study are in line with Dual Grounding Theory of language and linguistic cognition (Sinha 1999), and speak contrary to the views proposed by Conceptual Metaphor Theory (Lakoff & Johnson 2003, Lakoff 2014). Whereas linguistic metaphors play a crucial role in the discursive representation of languages, and in the shaping of puristic attitudes (e.g., by means of figurations such as dirty foreignisms, language cleansing, language pollution), influence of metaphorical thought mediated by physical dirtiness is most likely not possible.

Finally, both experimental and discursive studies in this dissertation demonstrate and speak in favor of the indispensability of linguistic metaphor in creating and sustaining the idea of language as a countable, delineated unity, as well as in more specific puristic and nationally driven language attitudes and ideologies.

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RaAM 2020*Virtual* conference report

Attending the 13th RaAM conference was definitely a career boost. As a young researcher from a developing country who is thinking about PhD applications, I could not have been happier to receive a bursary for the event. I had the chance to watch over 40 hours of extremely thought provoking talks and enlightening discussions from my own home. The quality of the communications – from keynote speeches to work-in-progress presentations – was astonishing. It was both immensely useful and a pleasure to meet all the amazing scholars who attended and to have the opportunity to learn more about metaphor research in so many different contexts. I must also praise the organizers for doing such a good job, particularly since it was an online conference for the first time ever. RaAM2020 was my first RaAM event, but hopefully the first of many others to come.

Laura Baiocco, MA
Porto Alegre, Brazil

RaAM 2020*Virtual* conference report

This year (2020) was my first RaAM experience. Therefore, I would like to write about how I heard about it and my experience of the conference. Once I began reading some books about metaphor, a question was raised. I sent my question to Sonya L. Armstrong. We exchanged several emails in which she told me about the community. After searching and finding the RaAM, I became eager to be a part of it, but due to some limitations, I was not able to do so. Therefore, I became hopeless about being in this community & the conference. After a while, I saw a tweet by Zsafia Demjen. The tweet read it that there would be 100 bursaries to attend the RaAM 13. Therefore, I signed up and told one of my friends, and we both won the bursary.

Attending the RaAM 13 was a second to none experience for me. Although it was the first virtual conference I have ever experienced, it took place very well-organized that changed my mind about virtual conferences. As a master's student who is taking his first steps in research, this conference provided a valuable opportunity for me to meet many experts from all over the world, become aware of the new research findings, and share my concerns and doubts with the scholars. In addition, the existence of pre-conference workshops, virtual escape room, coffee chat rooms, and virtual meet-up rooms made the conference highly interactional so that I could talk with other delegates about my research and they kindly shared their opinions about my concerns in research.

In conclusion, I would like to express my heartfelt thanks to the RaAM team for funding the expense of attending the conference. This conference broadened my knowledge and helped me to find new academic friends. I also would like to thank Susan Nacey, every co-host, and behind-the-scenes people at the Inland Norway University of Applied Sciences for all their efforts and strong commitment during this conference. I hope I can attend the next conference. As the bursary was given to me, I would like to finish this report with a poem by Saadi Shirazi:

“Of one Essence is the human race, Thusly has Creation put the Base;
One Limb impacted is sufficient, For all Others to feel the Mace.”

Mohammad Naghavian, Master's student, University of Mazandaran, Iran

RaAM 2020 *Virtual* conference report

Dear RaAM Team, Conference Organisers,

I feel grateful for being granted this bursary to participate the RaAM 2020. Without the bursary, I wouldn't have had the chance to participate the event and share my study with the other metaphor researchers around the world.

As a newly graduated Ph.D. who did her dissertation on metaphor, this was an extremely exciting experience for me to take part in a conference full of metaphor experts.

I still remember that I got very excited when I first received the mail saying that my paper was accepted by the committee even with a quite helpful feedback. Getting a feedback about my abstract from the excellent professors working on metaphor was the best part of the whole conference process for me.

The conference team also created a success story this year unlike those held in past in the sense that this year they had to carry out the whole event online due to the pandemic and managed to complete it without zero problem. This was also a different experience for me as I had not had any virtual conference experience until then. Of course not being able to go to Norway for the conference and not meet other participants in person created some kind of sadness in the beginning but I still felt grateful for being able to have the chance to present in a virtual conference where we did almost everything we could do in a face to face event in addition to sharing our research results. Even though presenting on a virtual conference for the first time made me feel a little bit anxious in the beginning, I felt very happy for gaining such an experience after the conference was over.

I had the chance to listen to quite interesting topics from both keynote speakers and also other participants during the conference. I also found many interesting presentations in the WIP section where I also uploaded my own presentation. It was a remarkable experiencing to see and listen to the researchers whom I already had met in previous events from the comfort of my own home. At the same time, it is also very useful to have the chance to watch the presentations over and over again even after the conference thanks to the Virtual Raam.

I would like to express my gratitude to the conference team, who made it possible for me to participate in this event, which would have been impossible for me to participate without a bursary due to the economic conditions. I would also like to state that these bursaries awarded are a great source of motivation for metaphor-loving researchers, especially for those who do not have a full time position in a university in their own countries.

Respectfully

Özlem Gökçe, Ph.D.

Looking forward to your contributions!

The next RaAM Newsletter will appear in the spring of 2021. 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 Reijnerse, RaAM Newsletter Editor

Recently submitted paper

'Tiny numbers' are actually tiny: Evidence from gestures in the TV News Archive

Greg Woodin¹, Bodo Winter¹, Marcus Perlman¹, Jeannette Littlemore¹, and Teenie Matlock²

¹ English Language & Linguistics, University of Birmingham

² Cognitive and Information Sciences, University of California, Merced

We recently submitted a paper reporting a large-scale, quantitative investigation of manual gestures that speakers perform when speaking metaphorically about numerical quantities. We used the TV News Archive – an online database of over 2 million English language news broadcasts – to examine 681 videos in which 584 speakers used the phrase 'tiny number', 'small number', 'large number', or 'huge number', which metaphorically frame numerical quantity in terms of physical size.

We found that the gestures speakers used reflected a number of different strategies for expressing the metaphoric size of quantities. When referring to greater versus lesser quantities, speakers were far more likely to gesture (1) with an open versus closed hand configuration, (2) with an outward versus inward movement, and (3) with a wider distance between the gesturing hands. These patterns were often more pronounced for the phrases that referred to more extreme quantities ('tiny/huge number'). We did not find that speakers performed two-handed versus one-handed gestures, nor did we find that speakers performed right-handed versus left-handed gestures, when referring to greater versus lesser quantities.

Overall, this work supports the claim that metaphoric thought is involved in the production of verbal metaphors that describe numerical magnitudes. Thus, verbal metaphors such as 'tiny number' are psychologically real: 'tiny numbers' are actually tiny, at least in the minds of speakers. This work also demonstrates that size-based numerical associations observed in previous lab experiments are active in real-life communication outside the lab.

The pre-print, data, and analysis scripts for this study can be found at <https://osf.io/dncig/>. Feedback is welcome and should be sent to Greg Woodin via Twitter ([@greg_woodin](https://twitter.com/greg_woodin)) or email (gawoodin@gmail.com).

New project

Dr Bodo Winter from the Dept. of English Language and Linguistics at the University of Birmingham was awarded the UKRI Future Leaders Fellowship. This 1 mio pound grant project will look at the multimodal communication of numerical information, including how people talk about numbers metaphorically ("high numbers", "shrinking numbers" etc.), as well as how they use metaphorical gestures to communicate quantities, such as pinching the fingers together when talking about small numbers. The project will also look at metaphors in data visualization and will combine corpus-analytic with experimental techniques.

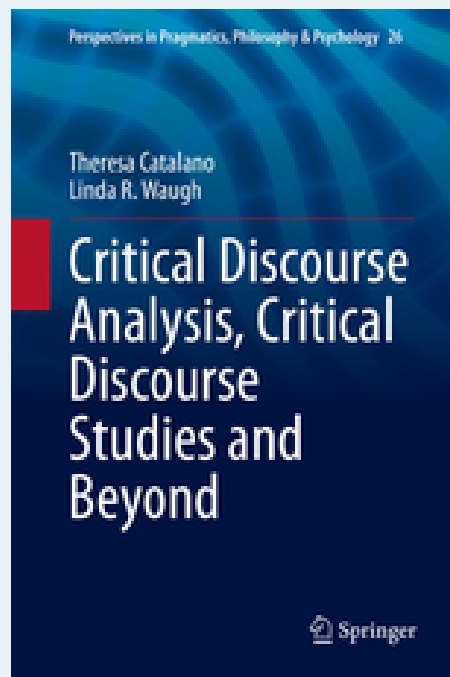
New books

Theresa Catalano and Linda R. Waugh (2020). ***Critical Discourse Analysis, Critical Discourse Studies and Beyond***. Springer.

<https://www.springer.com/gp/book/9783030493776>

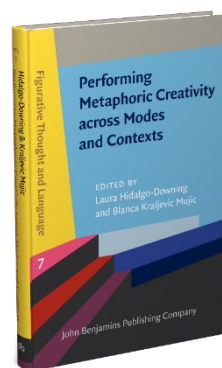
The book explores the problem-oriented interdisciplinary research movement comprised of Critical Discourse Analysis (CDA) and Critical Discourse Studies (CDS). Beginning with a Foreword by renowned CDA/CDS scholar Ruth Wodak, it introduces CDA/CDS, its important foundational concepts and theories, and traces its development from its early years until it became established. After the relationship between CDA and CDS is discussed, seven commonly cited approaches to CDA/CDS are outlined followed by an overview of critique of CDA/CDS and salient connections to other interdisciplinary areas of scholarship. The final chapter describes how scholars use their knowledge of CDA/CDS to make a difference in the world.

RaAM scholars might find the book interesting because it discusses cognitive linguistic approaches to CDA/CDS and provides examples of scholarly publications in this area.



Laura Hidalgo-Downing & Blanca Kraljevic Mujic (Eds.) (2020). ***Performing Metaphoric Creativity across Modes and Contexts***. John Benjamins.

The creative potentiality of metaphor is one of the central themes in research on creativity. The present volume offers a space for the interdisciplinary discussion of the relationship between metaphor and creativity by focusing on (re)contextualization across modes and socio-cultural contexts and on the performative dimension of creative discourse practices. The volume brings together insights from Conceptual Metaphor Theory, (Critical) Discourse approaches to metaphor and Multimodal discourse analysis. Creativity as a process is explored in how it emerges in the flow of experience when talking about or reacting to creative acts such as dance, painting or music, and in subjects' responses to advertisements in experimental studies. Creativity as product is explored by analyzing the choice, occurrence and patterning of creative metaphors in various types of (multimodal and multisensorial) discourses such as political cartoons, satire, films, children's storybooks, music and songs, videos, scientific discourse, architectural reviews and the performance of classical Indian rasa.



See: <https://doi.org/10.1075/ftl.7>