

Message from the chair

Earlier in June, we had our second online conference since the outbreak of the pandemic. A heartfelt thank you to the dedicated LOC led by Professor Inesa Šeškauskienė at Vilnius University and every participant for making it possible! RaAM 14 has provided metaphor scholars with a great space to share inspiring research and stay connected during the difficult time. Also, we have successfully introduced the “Ask the Expert” session, which will we hope to continue at future conferences.

Next year in September 2023, RaAM 15 will be hosted by a team led by Justyna Wawrzyniuk at the University of Białystok in Poland (see page 2). The call for papers is now live and I look forward to seeing you there!

Dr Allison Creed has stepped down as Conference Secretary in the RaAM Executive Committee for personal reasons. Allison has done a wonderful job and we thank her for her expertise and enthusiasm! We held an online election for the position, and Paula Sobrino is now the new Conference Secretary and joins the RaAM Board. If you are thinking about hosting a future RaAM conference, please get in touch with Paula! We are currently open to conference bids for the 2023 conference. The deadline is **November 30, 2021**.

Next year, we will have several positions open for election, including the Chair, Secretary, Treasurer, Web Editor, Ordinary members and Postgraduate liaison. We have been encouraged by the number of members running for positions in recent elections and would like to thank those who stood for various positions – we hope to see you running again and hope other RaAM members will join in and stand for election as well.

We are working on the new RaAM research grant initiative. The goal of the grant is to promote research on all types of figurative language by RaAM members. More information will be available later this year – stay tuned!

Finally, please keep sending us information about your publications, research projects, conference experiences, and much more for the upcoming Newsletters. We would love to hear more about your metaphor research!

Kathleen Ahrens, Chair of RaAM

Highlights

RaAM15 Białystok
p. 2

Calling for proposals
and abstracts!
Mark the dates!

RaAM Website Update
p. 4
Check it out!

Metaphor column
p. 24
RaAM Postgraduate
Liaison Justyna
Wawrzyniuk interviews
Shreya Mudgil

RaAM

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



Białystok 2022

THE SOCIAL IMPACT OF METAPHOR

21-24 September 2022

University of Białystok, Poland

raam15.uwb.edu.pl

The 15th Researching and Applying Metaphor Conference (RaAM15) will be hosted by the University of Białystok (Poland). It is scheduled to take place 21-24 September 2022 in a hybrid form. The online part is going to be hosted via Zoom, and the in-person event is going to be located at the Faculty of Education of the University of Białystok. The Local Organizing Committee closely monitors the COVID-19 pandemic and will make changes to the program accordingly.

The confirmed **Keynote Speakers** for RaAM15 are:

- Kathleen Ahrens (The Hong Kong Polytechnic University, Hong Kong)
- Christian Burgers (University of Amsterdam, the Netherlands)
- Veronika Koller (Lancaster University, United Kingdom)
- Susan Lee Nacey (Inland Norway University of Applied Sciences, Norway)

Metaphor scholarship, conscious of the power yielded by figurative language, has great potential to raise the same awareness among other language users: we want to turn your eyes to the ways metaphor can become a tool as well as a byproduct of pressing social changes happening around the world. With this theme we hope to advance the discussion about the implications of metaphor studies and their implementation in real world.

We welcome papers that address all aspects of metaphor (and related) research from any perspective, including but not restricted to the following:

- Metaphor in cross-cultural contexts (translation, metaphor variation, etc.);
- Metaphor in politics (COVID-19 pandemic, environmental changes, social changes etc.);
- Metaphor in education, metaphor in discourse (medical, legal, media, etc.).

You can choose any of the following formats: 1) talk 2) poster presentation 3) lightning round/work in progress.

Important Dates:

Jan 31, 2022: Theme sessions and pre-conference workshop proposals deadline.

Feb 28, 2022: Abstract submission deadline.

Mar 31, 2022: Theme sessions and workshops notification.

May 4, 2022: Abstract notification.

Jun-Aug 2022: Registration.

(continue reading on the next page)



THE SOCIAL IMPACT OF METAPHOR

21-24 September 2022

University of Białystok, Poland

Białystok 2022

raam15.uwb.edu.pl

Abstracts for talks and poster presentations should be submitted through EasyChair. If you have not already done so, you will be prompted to set up an EasyChair account. Our submission link: <https://easychair.org/conferences/?conf=raam15>.

Theme session proposals and lightning round talks should be sent by e-mail to raam15@uwb.edu.pl.

For more information about the conference, visit [the conference website](#). Don't forget to follow us on [Facebook](#), [Instagram](#), and [Twitter](#)!

Looking forward to having you in Białystok!

Local Organizing Committee:

Center for Linguistic Studies
Faculty of Philology
University of Białystok, Poland

Justyna Wawrzyniuk (chair), Daniel Karczewski, Agata Rozumko, Paweł Dziedziul, Ewa Lewicka-Mroczek, Beata Piecychna, Dorota Szymaniuk, Marcin Trojszczak, Edyta Wajda.



The RaAM website has had a make-over!

Over the past few months, I have been working on improving the RaAM website to make it more user friendly, maintenance friendly, and to help reduce the workload of some members of the Executive Committee (EC), especially of the treasurer who was still recording and confirming new payments to members manually. Changes to the website include a new theme and a new member administration system.

These changes come with a number of advantages to members. Members now receive automatic confirmations of first time registration and payment and of membership renewal. Members also receive automatic reminders when their membership is about to expire. Finally, members can now easily view their membership details such as the expiration date and renew their membership by logging in with their RaAM account.

As some of you may have noticed recently, voting in the elections has also become more straightforward because the new member administration system allows the EC to make certain web pages only available for paid-up members. We hope you appreciate the make-over. Please do not hesitate to share any comments or suggestions with me. I look forward to any feedback you may have!

Britta Brugman

RaAM's Web Editor | webeditor@raam.org.uk

Check out the new website [here!](#)



Home Membership ▾ Conferences ▾ Newsletters For students ▾ Elections About ▾



Bids for conference hosts now being accepted

📅 October 5, 2021

Are you interested in hosting a future Researching and Applying Metaphor (RaAM) annual conference at your institution? The RaAM Executive Committee (EC) invites bids to host the 2023 RaAM16 conference.

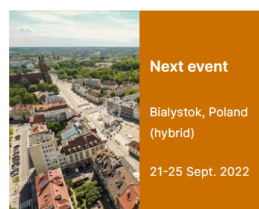
[Read More »](#)

Conference Secretary position up for election

📅 September 15, 2021

The Conference Secretary position on the RaAM Executive Committee (EC) will be open for nominations from September 15th to October 15th 2021 for a three year position, effective immediately and ending in 2024. We would like to encourage members to run as a candidate for this position. A brief description of the responsibilities involved can...

[Read More »](#)





Metaphor and Space Conference Report

Vilnius University, Lithuania
23 – 26 June 2021

The 14th RaAM Conference focused on figurative communication in reference to space. The Conference welcomed papers dealing with 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.

The Conference attracted more than 250 scholars from 46 countries, 5 continents. Following the RaAM tradition, there were 3 **pre-conference workshops** held before the Conference. They are listed below:

- **Kristina Despot and Ana Ostriški** (*Institute of the Croatian Language and Linguistics, Croatia*): A method for language-specific metaphorical conceptualization analysis. The recording is available [here](#).
- **Charles Forceville** (*Universiteit van Amsterdam, The Netherlands*): Using visuals in multimodality publications.
- **Khadidja Merakchi** (*Heriot-Watt University, UK*): Sketch engine: a powerful tool for corpus-based studies of metaphors. A Translation Studies perspective. The recording is available [here](#).

The Conference Programme included 4 keynote presentations, 125 full papers presented in sections and 25 posters. All presentations have been recorded and can be found on the RaAM14 webpage: <https://www.raam14.flf.vu.lt>. In addition, there were two **Ask the Expert!** sessions held where PhD students were paired with experts to discuss a specific question. Two cultural events focusing on Lithuanian's artistic and cultural heritage as well as a PhD event and an online game AROUND THE WORLD attracted a number of participants.

The **keynote speakers** at the RaAM 14 conference and their talks were as follows:

- **Jonathan Charteris-Black**, *University of the West of England, UK*
'Bubbles', 'Cocoons' and the 'Petri Dish': Spatial Metaphors and the Pandemic
The recording is available [here](#).
- **Alan Cienki**, *Vrije Universiteit Amsterdam, The Netherlands*
Metaphor and Gesture: What's New?
The recording is available [here](#).

(continue reading on the next page)



Metaphor and Space Conference Report

Vilnius University, Lithuania
23 – 26 June 2021

- **Michele Feist**, *University of Louisiana at Lafayette, USA*

Space to Think

The recording is available [here](#).

- **Charles Forceville**, *Universiteit van Amsterdam, The Netherlands*

The JOURNEY as Central Concept to Structure Goal-directed Activity

The recordings of the presentations given in the sections are available [here](#).

The participants were competing for prizes in the following three categories:

- **Early Career Researcher Prize** (sponsored by RaAM)
Winner: **David O'Reilly**, University of York
- **Best Poster Presentation** (sponsored by Vilnius University).
Winner: **Ljubica Leone**, Lancaster University
- **PhD Conference Presentation Prize** (sponsored by Benjamins Publishing)
Winner: **Samantha Ford**, University of Birmingham

The competition for the prizes was run by panels consisting of experienced scholars, RaAM members. There were 15 bursaries provided by RaAM to the Conference participants.

After the Conference, there was a post-conference survey run. 78 participants answered 13 questions. 75 respondents evaluated the quality of the papers as excellent or good, and an absolute majority expressed their satisfaction with the event. As to the format of future RaAM conferences, the opinions were divided: some argued for the online mode, since more people are able to join, others gave preference to face-to-face events mostly because of a possibility to meet people live and interact with them more informally.

As chair of the Local Organising Committee, I would like to thank the RaAM Executive Committee, panel members, experts of the Ask the Expert sessions, all participants who joined RaAM 14 from all over the world.

Prof. Inesa Šeškauskienė, on behalf of the Local Organising Committee
Dean of the Faculty of Philology, Vilnius University

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



Metaphor and Space

Meet the prize winners!

Early Career Researcher Prize Winner: David O'Reilly

David O'Reilly is Lecturer in Education at the University of York (UK), where he teaches on a range of undergraduate and postgraduate modules and supervises BA, MA, and MSc students. His research focuses on first and second language metaphoric competence in relation to vocabulary knowledge and other aspects of language proficiency, language play and creativity, test design and assessment, and advancing research methodology and (particularly) quantitative methods in these areas. For the scholarship aspect of his role, David has worked on [Open Accessible Studies in Language Studies \(OASIS\)](#), an ESRC and British Academy funded project aimed at making research findings on language learning, language education, and multilingualism more accessible to a wider audience. He is also his department's current Academic E-Learning Coordinator. David has been an enthusiastic member of the RaAM community, in one way or another, since 2014 and currently serves as the association's Secretary.



His winning paper "Eliciting and measuring L2 metaphoric competence: Three decades on from Low (1988)", co-authored with Emma Marsden and published in *Applied Linguistics*, operationalises and investigates Low's (1988) and Littlemore and Low's (2006) longstanding theoretical accounts of metaphoric competence. The study reports the development of a large metaphoric competence test battery, its administration to 112 adult Chinese learners of second language English and 31 first language English speakers, and subsequent stages of data cleaning and test optimisation. Test-takers encountered items designed to tap a range of receptive and productive metaphor-related skills/abilities, for example the fairly fixed linguistic structures that form part of grammatical competence (e.g., recognising and recalling that schools 'break up' for summer, not '...away', '...off', or '...down') and more flexible illocutionary imaginative functions (e.g., being able to creatively and successfully re-literalise 'he beat around the bush for so long that...').

(continue reading on the next page)



Metaphor and Space

Meet the prize winners!

Early Career Researcher Prize Winner: David O'Reilly

On the question of the nature of the second language metaphoric competence construct, exploratory factor analysis with bootstrapping suggested four latent variables: Productive Illocutionary Metaphoric Competence, Metaphor Language Play, Topic/Vehicle Acceptability, and Grammatical Metaphoric Competence. The study also offers several methodological contributions and advancements to metaphor research including: a synthesis of instrument and rater reliability estimates and reporting practices in this field; an application of ordinal omega as a powerful alternative to popular but often misapplied coefficient Cronbach's alpha; and the application of various test and item analysis techniques (e.g., difficulty and distractor analyses). Data collection materials (including a shorter/optimised test battery), data, and analysis scripts are freely and openly available via the [Open Science Framework](https://www.iris-database.org), on www.iris-database.org.

For researchers, the study advances our understanding of what it means to be 'good' at interpreting and producing metaphor and has opened up future research directions on how language users get to acquire this competence and how the construct can be measured and investigated. For practitioners and students/pre-service teachers, the study has contributed a battery of items, tasks, and data that have started to be adapted and used for second language teaching and testing purposes.

References

- Littlemore, Jeannette, Low Graham. 2006. *Figurative Thinking and Foreign Language Learning*. Palgrave Macmillan. <https://doi.org/10.1057/9780230627567>
- Low, Graham. 1988. 'On teaching metaphor,' *Applied Linguistics* 9: 125–47. <https://doi.org/10.1093/applin/9.2.125>

Read more about the winning paper here:

David O'Reilly, Emma Marsden, Eliciting and Measuring L2 Metaphoric Competence: Three Decades on from Low (1988), *Applied Linguistics*, Volume 42, Issue 1, February 2021, Pages 24–59, <https://doi.org/10.1093/applin/amz066>



Metaphor and Space

Meet the prize winners!

PhD Presentation Prize Winner: Samantha Ford



***Samantha Ford** is a Cognitive Linguist and Doctoral Researcher at the Department of English Language and Linguistics, University of Birmingham (UK), specialising in figurative language and multimodal communication with interests in creativity, advertising, and consumer behaviour. Samantha's works with Big Cat Advertising Agency as a part of her PhD, which is funded as a Collaborative Doctoral Award (CDA) by the Midlands4Cities Arts and Humanities Research Council (M4C AHRC). Samantha's PhD aims to measure the figurative creativity (use and creativeness of figurative tropes) and its effectiveness in health and social advertising campaigns. For more information on Samantha's research, visit www.samantha-ford.com or follow their updates on Twitter @samanthaford473.*

The COVID-19 pandemic and national lockdowns have restricted people's mobility and health, having serious and long-term implications for the £8 billion health and fitness industry. Samantha reported findings from multiple studies that investigated the use of figurative tropes, specifically metaphor and metonymy, in health and fitness advertising: in health and fitness smartphone app icons (2018), in respondents' written reactions to exercise and lifestyle before (2019) and during and after the UK national lockdown (2020), and in a multimodal corpus analysis of health and fitness brands' advertising from award-winning campaigns before and during the COVID-19 crisis (2020-2022).

Metaphor and metonymy are frequently used in advertising as they can package large amounts of information in little space while associating products and brands with desirable qualities (Pérez-Sobrino, 2016). Metaphor connects two unrelated domains, topics, or concepts such that it represents one thing in terms of another. Metonymy connects two related domains, and serves as a form of shorthand such that part of something can be used to refer to the whole of something else. In advertising, metaphor and metonymy often come together; metonymy can 'motivate' or 'provide access to' metaphor in that it can be used to refer to a related attribute that can be elaborated by the metaphor. Both figurative tropes have been identified in multiple modes (Pérez-Sobrino, 2017; Pérez-Sobrino et al., 2021), making them versatile devices for multimodal advertising, such as app icons (visual), written responses (verbal), and commercials (visual, verbal, movement, music, etc.).

(continue reading on the next page)



Metaphor and Space

Meet the prize winners!

In the presented paper, Samantha tracked the use of figurative tropes in health and fitness advertising before and during the COVID-19 pandemic by exploring two research questions:

1. How do health and fitness brands use figurative tropes in their advertising?
2. Has the use of figurative tropes evolved during the COVID-19 crisis?

The 2018 study analysed the figurative use of colour and shape 50 health and fitness smartphone app icons from the *Google Play Store* using an adapted 8-step protocol from Beasley and Danesi (2010) for semiotic analysis. The study formed part of a larger corpus study of 200 app icons (full results are reported in Samantha's MA thesis, Ford, 2019). The results showed that while app icons frequently used cool colours (i.e. blue, green, purple), the health and fitness category apps preferred warm colours (i.e. red, orange, yellow) and utilised metaphor and metonymy to draw on metaphorical associations with human physiological responses (our skin turns red when we exercise, Littlemore et al., 2020) and represent specific parts of the human body to stand for the whole act of working out.

The 2019 and 2020 studies were conducted in collaboration with [Big Cat Advertising Agency](#) as market research to understand how people ($N = 75$, $N = 68$ respectively) perceived exercise and their lifestyle before, during, and after the first UK national lockdown. For this, Samantha used AntConc (Anthony, 2019) for thematic analysis, and WMatrix (Rayson, 2009) software for keyword and semantic domain analysis. Findings showed that people have physical and emotional reactions to exercise while utilising metaphors to navigate these concepts in a way that is embodied and symbolic, and highlighted the increasing importance of mental as well as physical strength before and during the pandemic.

The 2021-2022 study (in preparation) examined the use of metaphor in health and fitness commercials that were awarded a Grand Prix (highest) award at the Cannes Lions Festival of Creativity for their effectiveness. Samantha combined and adapted procedures FILMIP (Bort-Mir, 2019) and C-MIPVA (Pan & Tay, 2020) to incorporate a more detailed consideration of filmic techniques (Bordwell et al., 2016; Rossolatos, 2013) and to acknowledge the reflexive nature of researcher interpretation. Preliminarily, Samantha analysed nine 2019 commercials and eight 2020-2021 commercials and identified metaphor used in five from each group. Common themes represented sport as community, equality, and challenge and fulfilment. While 2019 commercials represented these values and related them to sport (e.g. SPORT IS ART/SUPERNATURAL/RELIGION), the 2020-2021 commercials referred to COVID-19 indir-

(continue reading on the next page)



Metaphor and Space

Meet the prize winners!

-ectly or focused more on people's feelings and what sport can do for them both mentally and physically (e.g. the experience of training or losing a match was compared to other experiences, such as 'fighting' inequality in sport and COVID-19 restrictions). The commercials from pre- and during the COVID-19 pandemic appeared to have similar values but use metaphor to foreground different targets that were relevant to the wider context in which they were released.

In summary, health and fitness advertising uses figurative tropes (including metaphor and metonymy) to communicate emotional, embodied, and symbolic messages. There are common metaphorical themes in health and fitness advertising pre- and during the pandemic, but they use different referents. People are aware of the physical benefits of sport more so than the mental benefits. Therefore, the findings from these studies may be used to inform how health and fitness advertising can educate and support the nation's physical and mental health during this time of crisis, while also appealing to their 'new normal' audience through the effective use of figurative tropes.

References

- Anthony, L. (2019). *AntConc* (3.5.8) [Computer software]. Waseda University. <https://www.laurenceanthony.net/software>
- Beasley, R., & Danesi, M. (2010). *Persuasive signs: The semiotics of advertising* (Vol. 4). Walter de Gruyter.
- Bordwell, D., Thompson, K., & Smith, J. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
- Bort-Mir, L. (2019). *Developing, applying, and testing FILMIP: The Filmic Metaphor Identification Procedure* [Universitat Jaume I].
- Ford, S. (2019). *The Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons*. [Master of Arts (by Research), University of Birmingham].
- Littlemore, J., Pérez-Sobrino, P., Julich, N., & Leung, D. (2020). Is Comfort Purple or Green? Word-colour Associations in the First and Second Language. In *Metaphor in Foreign Language Instruction* (Vol. 42, p. 103). Walter de Gruyter.
- Pan, M. X., & Tay, D. (2020). Identifying creative metaphor in video ads. In K. L. LIN, I. N. Mwinlaaru, & D. Tay (Eds.), *Approaches to specialized genres: In memory of Stephen Evans* (pp. 216–240). Routledge.
- Pérez-Sobrino, P. (2016). Multimodal Metaphor and Metonymy in Advertising: A Corpus-Based Account. *Metaphor and Symbol*, 31(2), 73–90.
- Pérez-Sobrino, P. (2017). *Multimodal metaphor and metonymy in advertising*. John Benjamins Publishing Company.
- Pérez-Sobrino, P., Littlemore, J., & Ford, S. (2021). *Unpacking Creativity: The Power of Figurative Communication in Advertising*. Cambridge University Press.
- Rayson, P. (2009). *Wmatrix: A Web-Based Corpus Processing Environment*. Computing Department, Lancaster University.
- Rossolatos, G. (2013). A methodological framework for conducting multimodal rhetorical analysis of advertising films with ATLAS.ti. In S. Friese (Ed.), *ATLAS.ti User Conference 2013—Fostering Dialog on Qualitative Methods: Proceedings: September 12-14, 2013*, (Vol. 14). Technische Universitätsverlag Berlin.



Metaphor and Space

Meet the prize winners!

Best Poster Presentation Winner: Ljubica Leone

My name is Ljubica Leone and I am currently an MA student in English Language and Literary Studies at Lancaster University.

The RaAM14 Conference “Metaphor and space” has been organized by the Department of Philology of Vilnius University and sponsored by John Benjamins Publishing Company. It has been delivered online on 23-26 June 2021 due to Covid-19 restrictions. Nonetheless, the online format has not impeded interaction among participants and fruitful discussion on recent studies on metaphor. The RaAM14 has been a rich and stimulating platform for



researchers of all backgrounds ranging from Master and Ph.D. students to scholars with huge expertise.

The three days conference was preceded by two workshops entitled A method for language-specific metaphorical conceptualization analysis and Using visuals in multimodality publications. The program included the participation of the four keynote speakers, i.e. Jonathan Charteris-Black, Alan Cienki, Michele Feist, and Charles Forceville, and many thematic sections devoted to the examination of specific aspects concerning metaphor and space. Many full papers and poster presentations were delivered on Zoom and Padlet, along with the ASK THE EXPERT sessions providing a space for discussion with early career researchers and exchange with well-established scholars.

The cultural program included PACE IN ARTS and The other, Midsummer Tradition, which addressed the Lithuanian old tradition of celebrating St John’s Day. An online virtual tour of the Open-Air Museum of Lithuania in Rumšiškės has enriched the program. During the RaAM14 Conference three prizes have been awarded: (1) the Ph.D. Presentation prize; (2) the Early career Research paper prize; (3) the conference Poster prize. I have been granted one of these prizes: I am the winner of the Conference Poster prize sponsored by Vilnius University on behalf of RaAM! I presented a poster entitled Metaphorical Traits of the Language of COVID-19 Pandemic: A Short-term Diachronic Study.

Thanks to all participants that have rendered the conference so interactive and to all the organizers that have made all this possible. I am looking forward to participating in next conference in Białystok!



Metaphor and Space

Meet the bursary winners!

Keep an eye on the upcoming bursary calls!

For every RaAM conference/seminar, we support a number of bursaries for student and non-student members to attend the event. These bursaries will be available to RaAM members who have their abstracts accepted. More information on how to apply for the bursaries for RaAM15 (Białystok 2022) will be available soon! Stay tuned!

Qijun Song (MA student, China University of Geosciences)

The 14th RaAM conference was indeed an academic feast, allowing researchers worldwide to exchange online their latest ideas on metaphor studies. As a novice researcher, I have gained many insights from the talks given by the sophisticated professors and other experts. RaAM acted through the process as a bridge between my cognitive environment and those fresh and inspiring informational stimuli. For instance, Charles Forceville recommended to me in the conference his monograph “Visual and Multimodal Communication: Applying the Relevance Principle”. By reading his book, I’m quite impressed by his concise and logical wording with abundant literature and practical cases linking relevance theory with mass communication. Apart from that, the bursary has virtually been an encouragement for me to engage in more active communications and in-depth explorations. Currently, I’ve been rather interested in the social values underlying the (re)framing process in metaphor construction and translation. My MA thesis will cover those factors particularly in association with national image presentation. My proposal owes a lot to RaAM’s supports and I’d rather thank the volunteers for their efforts in organizing the webinar. As a Chinese old saying goes, “receiving drips of water when in need, and I shall return the kindness with a spring.” The metaphors in the saying create a picturesque scenario to make salient the significance of reciprocity. I’m looking forward to contributing to RaAM and hope that we will gather face to face soon.



Metaphor and Space

Meet the bursary winners!

Caroline Girardi Ferrari (PhD student in Psycholinguistics, Federal University of Rio Grande do Sul, Brazil)

Attending RaAM 2021 has been an amazing experience! This was my second time as a RaAM attendee with a bursary, and I can't wait to participate in the conference again (maybe physically someday!). Last year, on my first time attending RaAM (RaAM 2020), I was starting to design my PhD project, so listening to other researchers and experts in the metaphor field helped to organize and clear my ideas. There couldn't be a better opportunity to improve a project. This year, attending RaAM 2021 as a PhD student who has just started was even more enriching. As my research project is starting to be conducted, having the chance to listen to the keynote speakers and to different scholars with their enlightening presentations was definitely useful and pleasant. I couldn't be more grateful and happier for this experience! I also would like to praise the organizers for preparing social events too, such as the cultural tours, the parties, and the Around the World game! It was very special for me to meet different PhD students and scholars from different countries and contexts in spaces such as the game. This cultural exchange in big (and online) conferences like RaAM is really entertaining and fun, and it provides us with so much knowledge about other research and life experiences. Of course, RaAM 14 was such a unique and amazing experience! I can't wait to attend the next conferences (virtual and physically)!



Recent Publications

Articles

- O'Reilly, D. and Marsden, E. (2021) Elicited metaphoric competence in a second language: a construct associated with vocabulary knowledge and general proficiency?. *International Review of Applied Linguistics in Language Teaching*. <https://doi.org/10.1515/iral-2020-0054>
- Ford, Samantha, Jeannette Littlemore, David Houghton. (2021). Got a Spark with Brook? Engaging Consumers in a Sexual Health Campaign through the Use of Creative (Metaphorical) Double Entendres. *Metaphor and Symbol*, 36(4), 207-22. <https://doi.org/10.1080/10926488.2021.1913740>
- Zhang, Cun & Charles Forceville. (2020) Metaphor and metonymy in Chinese and American political cartoons (2018–2019) about the Sino–US trade conflict. *Pragmatics and Cognition*, 27(2), 474–499. <https://doi.org/10.1075/pc.20013.zha>
- Kashanizadeh, Zahra & Charles Forceville. (2020) Visual and multimodal interaction of metaphor and metonymy: A study of Iranian and Dutch print advertisements. *Cognitive Linguistic Studies*. 7(1), 78–110. <https://doi.org/10.1075/cogls.00050.kas>

Special Issue

- Maíra Avelar & Alan Cienki (Ed.). (2020) Metaphor and multimodality [Special Issue]. *Revista de Estudos da Linguagem*, 28(2). <http://periodicos.letras.ufmg.br/index.php/relin/issue/view/734/showToc>

Books (details on the following pages)

- Pérez-Sobrino, Paula, Jeannette Littlemore and Samantha Ford (2021). *Unpacking Creativity: The Power of Figurative Communication in Advertising*. Cambridge University Press: Padstow, Cornwall. ISBN 9781108568470, 1108568475.
- Wojciech Wachowski and Karen Sullivan (2021). *Metonymies and Metaphors for Death Around the World*. Routledge: London and New York. ISBN 9781032025285.
- Rizzato, Ilaria, Francesca Strik Lievers and Elisabetta Zurru (Ed.) 2021. *Variations on Metaphor*. Cambridge Scholars Publishing. ISBN 9781527572096, 1527572099.
- Trim, Richard (2021). *Mapping the Origins of Figurative Language in Comparative Literature*. Routledge: London and New York. ISBN 9781032130354.

Pérez-Sobrino, Paula, Jeannette Littlemore and Samantha Ford (2021). *Unpacking Creativity: The Power of Figurative Communication in Advertising*. Cambridge University Press: Padstow, Cornwall.

Figurative communication (the use of metaphor, metonymy, hyperbole and irony) provides economy of expression, clarity, persuasiveness, politeness, evaluation, and communication of emotions. However, it also increases the potential for misunderstanding in situations when people lack shared background knowledge. This book combines theoretical frameworks with empirical studies that measure the effectiveness of different approaches to the use of figurative language in advertisements, to show how to maximise the benefits of creative metaphor and metonymy in global advertising. It highlights how subtle differences in colour, layout, and combinations of different kinds of figurative language affect the reception and appreciation of creative advertising, shedding new light on the nature of figurative communication itself. With a balance between theory, experiments and practical case studies, this book is accessible for academics in linguistics and communication studies, as well as advertising and marketing professionals.



Review by Professor L. David Ritchie

This book provides an effective analysis of visual and language metaphors and their interaction, informed by astute application of cognitive science to a range of examples from advertising. Students and researchers in communication, linguistics, and cognitive linguistics as well as advertising researchers and practitioners will find the book interesting and informative. It is well-written and readable, and would be an excellent text for an advanced course in advertising, communication, or cognitive linguistics.

DOI: <https://doi.org/10.1017/9781108562409>

Link to the book: <https://www.cambridge.org/core/books/unpacking-creativity/F74D699B43F8-C8E123F42914D3FF3920>

Wojciech Wachowski and Karen Sullivan (2021). *Metonymies and Metaphors for Death Around the World*. Routledge: London and New York.

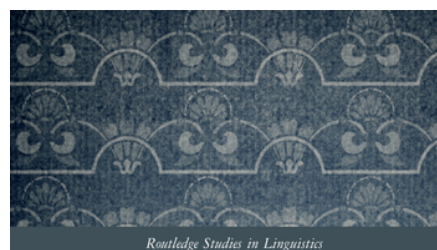
This book reflects on the ways in which metonymy and metaphor are used conceptually and linguistically to mitigate the more difficult dimensions of death and dying, setting out a unique line of research within Conceptual Metaphor Theory. The volume argues that metonymic and metaphoric descriptions of death and dying reflect taboos, concealment, and other considerations not found in figurative descriptions of life, producing distinct forms of euphemism, frames, and mental spaces particular to conceptualizations of death.

The first part takes a closer look at metonymy to illuminate the ways in which it allows a person to zoom in on death's more inoffensive dimensions or zoom out from its more troubling aspects. The second part focuses on the more palatable concepts which metaphorically structure and help to better understand death. A wide range of classical and modern examples from European, Asian, Australian, and African languages and cultures showcase points of overlap and divergence.

Opening up new lines of inquiry into research on death and dying and offering a linguistically focused complement to anthropological and religious studies on the topic, this book will be of interest to scholars in cognitive linguistics, sociolinguistics, cross-cultural communication, and cultural studies.

Review by Prof. Zoltán Kövecses

The title of this book, *Metonymies and Metaphors for Death Around the World*, should not deceive anyone. The book is much more, and much more important, than just an annotated collection of interesting metaphors and metonymies that deal with death in a large number of languages. It presents the reader with a coherent explanation of why the metaphors and metonymies, and the thought patterns that go with them, are both convergent and divergent around the world's cultures. In reading the book, we learn about how we think about death, how our fears affect the way we think, and how we try to make this inevitable end-stage of human life acceptable to ourselves.



METONYMIES AND METAPHORS FOR DEATH AROUND THE WORLD

Wojciech Wachowski and Karen Sullivan



Wojciech Wachowski is an Assistant Professor in the Institute of Modern Languages and Applied Linguistics at Kazimierz Wielki University in Bydgoszcz, Poland.

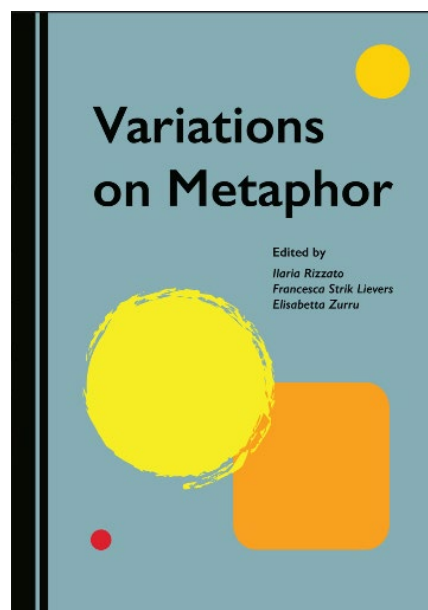
Karen Sullivan is Senior Lecturer in Linguistics at the University of Queensland, Australia.

Link to the book: <https://www.routledge.com/Metonymies-and-Metaphors-for-Death-Around-the-World/Wachowski-Sullivan/p/book/9781032025285>

Rizzato, Ilaria, Francesca Strik Lievers and Elisabetta Zurru (Ed.) 2021. *Variations on Metaphor*. Cambridge Scholars Publishing.

Metaphor is a fascinating and, at the same time, complex phenomenon. It can be approached from a multitude of perspectives, and the linguistic realizations of metaphors vary not only across languages, but also across text genres, cultures, and time. This book reflects such complexity and variability by gathering a collection of studies that adopt different theoretical views and explore the actual uses of metaphors in different text types (literary, folkloric, journalistic, and scientific) and languages (Hungarian, Chinese, French, English, Italian, Latin, and Ancient Greek).

By providing the reader with a view of metaphor and current metaphor research which is both diversified and coherent, this volume will provide insights for cognitive linguists, scholars involved in metaphor studies, and more generally readers interested in linguistic variation.



Ilaria Rizzato is Associate Professor of English Language and Translation at the University of Genoa, Italy, and a member of the scientific committee of the Inter-University Centre for Metaphor Research (CIRM) based at the same university. Her research interests include metaphor studies, translation studies and stylistics, with a special focus on the translation of figurative language, the expression of point of view in text, and the applications of pragmatics and stylistics to English to Italian translation.

Francesca Strik Lievers is Senior Lecturer in Linguistics at the University of Genoa, Italy. Her main research interests are lexical semantics and figurative language, and she has worked on the linguistic encoding of perceptual experience. She has also conducted extensive research on synaesthetic metaphors.

Elisabetta Zurru is Senior Lecturer in English Language and Translation at the University of Genoa, Italy, where she is also a member of the Inter-University Centre for Metaphor Research (CIRM). Her main research interests are stylistics, pragmatics, media studies, and metaphor studies, which she has explored in a number of publications. She is currently researching ecostylistics and multimodal and visual metaphors.

Link to the book: <https://www.cambridgescholars.com/product/978-1-5275-7209-6/>

Trim, Richard (2021). *Mapping the Origins of Figurative Language in Comparative Literature*. Routledge: London and New York.

This book investigates the origins of figurative language in literary discourse within a cognitive framework. It represents an interface between linguistics and literature and develops a 6-tier theoretical model which analyses the different factors contributing to the creation of figurative words and expressions.

By examining features ranging from language structure to figurative thought, cultural history, reference, narrative and the personal experience of authors, it develops a global overview of the processes involved. Due to its particularly innovative characteristics in literature, the theme of death is explored in relation to universal concepts such as love and time. These aspects are discussed in the light of well-known authors in comparative literature such as D.H. Lawrence, Simone De Beauvoir, Hermann Hesse and Jorge Luis Borges. The origins can involve complex conceptual mappings in figures of speech such as metaphor and symbolism. They are often at the roots of an author's personal desires or represent the search for answers to human existence.

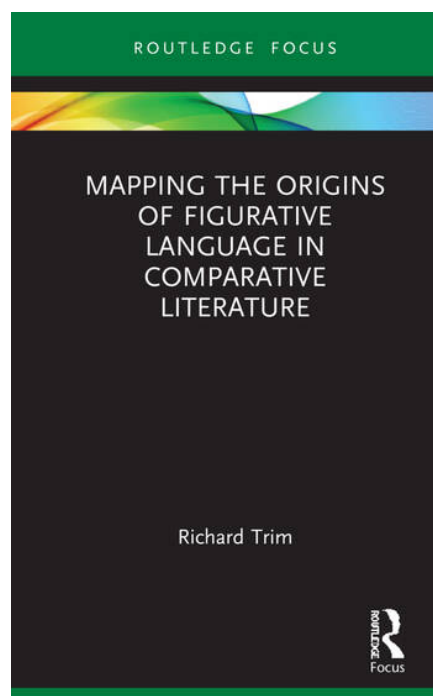
This approach offers a wide variety of new ideas and research possibilities for postgraduate and research students in modern languages, linguistics and literature. It would also be of interest to academic researchers in these disciplines as well as the general public who would like to delve deeper into the relevant fields.

Review by Prof. Zoltán Kövecses

Using evidence from internationally known and appreciated poets and writers, Richard Trim offers a novel and powerful account of how figurative language, especially metaphor, emerges in literary texts. The 6-step process he outlines is the most complete investigation to date of the issue of why and how authors use particular metaphors in their works.

Richard Trim is Professor Emeritus in linguistics at the University of Toulon, France. His interest in the study of figurative language covers a wide variety of fields including historical linguistics, contrastive linguistics and translation with the analysis of corpora in both political and literary discourse. He has published widely in these different areas in the form of journal articles, the editing of conference proceedings, book reviews and monographs.

Link to the book: <https://www.routledge.com/Mapping-the-Origins-of-Figurative-Language-in-Comparative-Literature/Trim/p/book/9781032130354>



Recently completed PhD project

Kamila Midor, Jagiellonian University, Kraków, Poland

Cultural differences in conceptualization of loss and grief as expressed by Americans and Poles. A comparative analysis.

Advisor: Professor Elżbieta Tabakowska, PhD

Date of the doctoral thesis defence: 13 October 2021

We assume that despite the universal presence of death, the response to it might vary from culture to culture. The way people think about their loss and grief might be all the more different. The aims of this dissertation are: to study how Americans and Poles conceptualize loss and grief, to examine cultural differences in conceptualizing loss and grief, and to explore in what ways culture and individual experience might affect conceptualization of loss and grief. We conducted a qualitative research study (questionnaires). A total of 37 Americans and 42 Poles, who had lost a loved one within 1–5 years, took part in the survey. The data was analyzed in three chapters. The metaphors and blends (Lakoff & Johnson 1980; Fauconnier & Turner 2002) were grouped according to the semantic patterns we identified. This allowed us to develop the models of the concepts of loss and grief. A separate chapter concerned loss and grief in relation to the mode of death and the type of previous relationship with the lost one. In general, both Americans and Poles viewed loss negatively. The most common way of seeing LOSS was ABSENCE OF SOMEONE. Other categories were more metaphorical. Although LOSS was mainly viewed negatively, this was not always the case with GRIEF. We hope that this dissertation will be useful not only to linguists and scholars within culture studies, but also to psychologists, therapists, and anyone interested in the topics of loss and grief.

References

- Fauconnier, Gilles, and Mark Turner. 2002. *The Way We Think: Conceptual Blending and the Mind's Hidden Complexities* (Basic Books: New York).
- Lakoff, George, and Mark Johnson. 1980. *Metaphors We Live By* (University of Chicago Press: Chicago).

Recently completed PhD project

Sui He, University College London, UK

Translating Scientific Metaphors in Specialised Texts: Observations from Chinese Translations

Supervisors: Professor Mark Shuttleworth, Dr Caiwen Wang

Date of the doctoral thesis defence: 11 November 2021

People's enthusiasm for scientific discoveries boosts the popularisation of scientific reports, the process of which is pervasively mediated by translation. Situated within the popular scientific context, this research seeks to understand how metaphors facilitate the process of disseminating scientific theories and how translators tackle the dynamic system of metaphorical expressions in practice. The dataset comprises metaphorical expressions sourced from cosmology articles published in *Scientific American* between 2017-2018 and in the two official Chinese versions – *Huanqiukexue* (Beijing) and *Kexueren* (Taipei). Based on the fruitful application of the parametric analysis approach introduced by Shuttleworth (2017), the current research proposes a dual-model parametric approach, which brings Conceptual Metaphor Theory (CMT, Lakoff and Johnson 1980/2003) and Conceptual Blending Theory (CBT, Fauconnier and Turner 2002) into conversation with descriptive translation studies. Facilitated by two metaphor parameters (projection and provenance), this method is proven useful to analyse metaphor translation following the descriptive pathway. The correlations between metaphor types and translation solutions, and the translations of specific metaphorical expressions together with the underlying conceptual metaphors advance the current understanding of metaphor translation and reveal future research potentials.

References

- Fauconnier, Gilles, and Mark Turner. 2002. *The Way We Think: Conceptual Blending and the Mind's Hidden Complexities* (Basic Books: New York).
- Lakoff, George, and Mark Johnson. 1980. *Metaphors We Live By* (University of Chicago Press: Chicago).
- Shuttleworth, Mark. 2017. *Studying Scientific Metaphor in Translation: An Inquiry into Cross-lingual Translation Practices* (Routledge: New York).

Recently completed project

Title: Conceptual metaphor activation in Chinese-English bilinguals

Huilan Yang (Zhejiang Gongshang University), **J. Nick Reid** (University of Manitoba) and **Yuru Mei** (Zhejiang Gongshang University)

In some previous research from Albert Katz and colleagues, it has been found that conceptual metaphors structure how information is encoded into memory. However, this research focused only on English-speaking participants. To explore cross-language differences and generalize previous findings to participants from a different language population, Huilan Yang, Yuru Mei, and I recently extended this line of research to examine metaphor processing in Chinese-English bilinguals. We recruited this sample of bilingual students from the Department of Foreign Languages at Zhejiang Gongshang University (China) where they are learning English as a second language.

In our previous studies (Katz & Reid, 2020; Reid & Katz, 2018), participants read a series of expressions based on the same underlying conceptual metaphor. On a subsequent memory test, the participants often falsely recognized new expressions that used the same metaphor mapping, even though these particular expressions were never presented. For example, reading TIME IS MONEY phrases, such as “invest your hours wisely”, resulted in people mistakenly remembering unencountered TIME IS MONEY phrases, such as “that cost me a day”, which suggests the TIME IS MONEY mapping was indeed activated.

In the current project, we had the Chinese-English bilinguals read similar series of expressions in both Chinese and English. In Chinese, the false recognition effect replicated, suggesting that our previous findings generalize to another language and culture. In fact, the effect in Chinese was even stronger than observed in Reid & Katz (2018), possibly because Chinese participants process the expressions holistically, focusing on interconnected themes between the items. In English, the effect also replicated, however, in addition to falsely recognizing expressions that used the same conceptual metaphor as the studied items, participants also falsely recognized literal sentences about the source domain of the conceptual metaphor. For example, after reading expressions based on TIME IS MONEY, participants falsely recognized literal sentences such as “he makes biweekly payments”. These data suggest that when participants read metaphorical expressions in their second language, they have difficulty inhibiting literal meaning, and may sometimes interpret metaphorical sentences literally. In sum, these findings suggest that conceptual metaphors structure how information is encoded into memory, and that this phenomenon generalizes across languages and cultures.

References

- Katz, A. N., & Reid, J. N. (2020). Tests of Conceptual Metaphor Theory with episodic memory tests. *Cognitive Semantics*, 6(1), 56-82.
- Reid, J. N., & Katz, A. N. (2018). Something false about conceptual metaphors. *Metaphor and Symbol*, 33(1), 36-47.

Student matters: An update from the Postgraduate Liaison

Dear Student Members,

It has been a while since we said see-you-soons at the end of RaAM14 and I hope that you're doing great. As usual, remember to take care of yourselves and each other!

This issue of Metaphor Column features our Student Member Shreya Mudgil from the Indian Institute of Technology Jammu. Some of you might remember her from our pre-conference party ☺ Go to the Metaphor Column on page 24 to read about her research interests, favorite metaphor, and more!



I say this after every RaAM conference, and I will repeat myself *again*: our community is absolutely the best and I am proud and honored to be a part of it.

Unsurprisingly, RaAM14 in Vilnius was no different: it was a fantastic and a student-oriented conference. We got to know each other during the pre-conference meetups, relaxed and got a little competitive during the PhD Event, but most importantly, we had a chance to talk about our research with established academics during the Ask the Expert sessions. Here, I'd like to thank Justina Urbonaite from the Vilnius LOC for her tremendous help with organizing the events. It would not have been possible without you! And congratulations to Samantha Ford from the University of Birmingham on receiving the PhD Prize for her talk!

While we once again thank the Vilnius LOC for their work on the organization, we look forward to the next year's conference. RaAM15 will take place in September 2022 in Bialystok, Poland. As the theme of the conference is "the Social Impact of Metaphor", you can sense RaAM15 will be heavily community-oriented event as well. As far as Student Members are concerned, I can assure you there will be plenty of opportunities for us to socialize and strengthen our scattered around the world connections. You can read more about the conference in the newsletter, RaAM and RaAM15 websites. You can follow the organizers on social media, too.

As always, if you have any questions or ideas, if you'd like to be interviewed for the Metaphor Column, or you'd like to interview someone, let me know! My inbox is always open: postgrad_liaison@raam.org.uk. Looking forward to hearing from you!

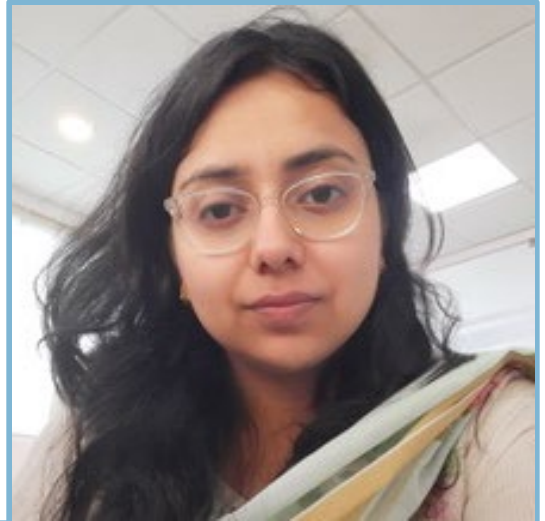
All the best,

Justyna Wawrzyniuk

Postgraduate Liaison

The Metaphor Column

interview by Justyna Wawrzyniuk



M E T A P H O R

Shreya Mudgil is a third year PhD fellow at the Indian Institute of Technology Jammu, India. She conducts visual priming experiments to study mental imagery related to metaphors. She can be reached out on Academia at: <https://iitd.academia.edu/ShreyaMudgil>. A few of her poems can be read here: <https://mudgilshreya.blogspot-.com>.

M is for **Metaphor**. It has become a little tradition to ask this question, so here it goes: do you have a favourite metaphor?

"Architecture is frozen music" - Goethe

It is an extremely vivid metaphor to me, I have always loved it.

E is for **Exploring Jammu**. What are some things one absolutely must do when visiting Jammu?

Jammu is fondly called the land of temples. It is also a land of fairs and festivals. Depending on what time of the year you are visiting you can certainly witness commemorative fairs(*mela*) for local folk heroes like Jhiri Mela in honor of Bawa Jitoo or the Vaasuki Naag Mela. In the older Jammu city area has five prominent temples dotting the banks of the presiding river deity Tawi. They speak volumes about the history of the city. A few 'Basohli' paintings can be found in those temples. It is an ancient school of rich and intricate miniature paintings using all natural colours. *Sooji Halwa*, *Chhole Bathure*, *Kachalu chaat*, *Kalaari kulcha*, *Nurti Kulcha* are some must have street food delicacies of Jammu. The scenic beauty of this territory is terribly unexplored. If someone has a few days at hand, then trekking and camping would also be a great idea.

T is for **Tea**. In a recently published writing piece, you talk about the importance of tea. Can you tell us more about it?

Tea is used as a sort of a metaphor for our time. I wanted readers to recollect their own tea memories as I share mine. I have also tried to project tea as a symbol of wellness and self care.

continue reading on the next page

(continued)

M E T A P H O R

A is for **Advice**. Any piece of advice you would give your pre-PhD-studies self?

Discipline first, passion later. Discipline can fulfil passions.

H is for **Happy place**. What do you do to unwind after a stressful day?

I do a lot of journaling. Apart from that, meditation, cooking, tending to plants and driving are also fun activities for me. I have kept my indulgences very simple so that I can take plenty of unwinding time while I do these regular things.

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

Exploring regionality. I started reading the native tongue of Jammu which is called Dogri very late. In fact, only recently. I want to keep learning more about it. I will be TA (Teaching Assistant) for a small Dogri Poetry course at IIT Jammu starting December. It would be my first exposure to the language or related literature in an academic set up. Local and universal have a beautiful umbilical cord which has to be found in each relic, custom and belief. I find it enriching to always try to keep connecting the dots between those two seeming polarities.

R is for **Research**. What are your research interests? What is your PhD project or dissertation about?

I am interested in probing the process of mental imagery generation related to figurative language. This relates to the larger idea of image to text and text to image conceptualisation and representation. For my current research, I am doing image priming experiments on abstract/concrete and novel and conventional metaphors.

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](#).

New PhD Project - Zhangjingwen Jia

Dear RaAM members, my name is Zhangjingwen Jia, and you can call me Jennie. In January 2022, I will start my PhD program under Dr. Charles Forceville and Roland Pfau's supervision at ACLC/UvA. I plan to conduct a corpus-based analysis of multimodal metaphors in American and Chinese mobile phone TV commercials. I am interested in multimodal research, especially in projects using video-data. I am looking forward to my PhD journey ahead and meeting you soon!

Summary of Research Proposal

A Comparative Study of Multimodal Metaphor in Cross-Cultural Setting - A Corpus-based Analysis of Mobile Phone TV Commercials

My project makes a corpus-based investigation of multimodal metaphors – metaphors whose target and source are expressed in different semiotic channels – in commercial advertising, based on Conceptual Metaphor Theory. Advertising is a suitable genre as (1) the metaphor's target is usually the product; and (2) its source is typically chosen for positive features that are to be mapped onto the target/product. The semiotic channels analyzed are the visual, written language, spoken language, sound, and musical “modes.” The corpus consists, ideally, of 200 monolingual Chinese and 200 monolingual American-English commercials of two popular mobile phone brands: Huawei and Apple. This will enable showing how cultural background knowledge influences the choice of source domains, the selection of mappable features, and hence the metaphors' interpretation. Summarizing, the thesis

- (1) explores how the different modes interact to construct multimodal metaphors in TV commercials, thereby contributing to the still young discipline of multimodal metaphor theory.
- (2) generalizes about the use of modes and the metaphorical mapping in two brands, respectively, specifically addressing the following question: given a certain target domain (i.e., “mobile phone”), with what different source domains is it linked?
- (3) based on the findings, similarities and differences between the metaphorical patterns of the two brands are analyzed from a cultural perspective. It will be shown to what extent knowledge of Chinese and American-English culture, respectively, is presupposed, and built upon, by the commercials' designers; and will enable discussing ideology in a more general sense.

Zhangjingwen Jia

Upcoming Events

Conference: 2nd International Conference for Young Researchers in Cognitive Linguistics (Online, November 25-26, 2021)

The conference aims to serve as an opportunity for PhD students to interact, expose their progress and receive feedback from renowned international experts in the field. Participants must be PhD candidates or doctoral graduates within the two years prior to the conference. A symbolic registration fee will be charged (10€) for presenters. Attendance is free of charge, but registration is required.

The following keynote speakers have confirmed their attendance:

- Charles Forceville (University of Amsterdam)
- Christopher Hart (Lancaster University)
- Jane Klavan (University of Tartu)
- Reyes Llopis (Columbia University)

We encourage young researchers to submit proposals on any topic in the framework of Cognitive Linguistics, which include, but are not limited to, the following:

- Construction grammar and conceptual interaction between syntax and semantics
- Experiential basis of language in use
- Cognitive Critical Discourse Analysis
- Cognitive Linguistics and Translation
- Cognitive Sociolinguistics
- Figurative language: Conceptual metaphor, metonymy and conceptual integration
- Cognition and multimodal Discourse
- Cognitive Linguistics applied to second language learning and teaching
- Language-cognition-culture interactions

Abstract Submission

Proposals for presentations should be submitted in the form of an abstract (max. 500 words including references). Presentations will last 15-20 minutes in total, followed by 10 minutes for questions and feedback. The languages of the conference are English and Spanish. Abstracts should clearly state hypotheses, research questions, method, data and expected results. Only anonymized abstracts will be considered: please remove the author's name from the title and from references to earlier publications. Proposals must be sent as an email attachment (.doc, .docx, or .pdf) to aelco@aelco.es. In the body of the message, please clearly state: title of the proposal, author's name and affiliation; and in the subject line: YRCL + SURNAME.

Important dates

Deadline for submissions: October 8th Deadline extension: October 15th

Acceptance of proposals: October 27th

Deadline for registration: November 12th

More information can be found at the conference website (<https://sites.google.com/view/-YRCL2021>) and following our Twitter account [@yrc12021](https://twitter.com/yrc12021).

Upcoming Events

Conference: Theoretical and Analytical Multimodality Studies (online, December 9-10, 2021)

The cross-fertilization of linguistics and the study of multimodal communication has now continued for half a century or so, integrating the interdependencies between verbal (speech) and nonverbal means of face-to-face communication (paralanguage; co-speech gestures, postures, and facial expressions), the complex relations between text and images in various cultural artefacts (advertisements, comics, films, etc.), and including explorations of multiple modalities in posters, textbooks, picture books, assembly instructions, information graphics, webpages, social media, computer and video games, radio and television broadcasts, corporate logos, graffiti, performance art, and even medieval textiles.

While linguistic theory has always informed, as well as benefitted from, research into multimodal communication, with systemic-functional linguistics and cognitive linguistics arguably providing the most widespread approaches to analysis of multimodal artefacts, multimodality studies has become an increasingly interdisciplinary field of research, interfacing more and more productively not only with linguistics, but also with semiotics, psychology, education, sociology, anthropology, media studies, comics studies, literary theory, film studies, gender studies, and translation studies.

This conference aims to explore the theoretical and analytical synergies emerging from combined application of techniques, approaches, theories, and methodologies originating from diverse disciplines in pursuit of increasingly more satisfying characterizations of the meaning-making processes involved in creation and interpretation of multimodal artefacts and their transformation across media. We invite a broad range of papers (theoretical discussions, case reports, experimental studies, text analyses, methodological explorations, etc.) that pertain, either more or less directly, to this topic.

This conference is planned as an online event. There is no conference fee. Proposals of about 300 words, together with a biographical note (100–150 words), should be sent to multimodality2021@uwr.edu.pl by August 31, 2021.

Organizing committee

Michał Szawerna, Jacek Woźny (University of Wrocław)

Advisory committee

Neil Cohn (Tilburg University)

Charles Forceville (University of Amsterdam)

Michał Garcarz (University of Wrocław)

Elżbieta Górską (University of Warsaw)

Marek Kuźniak (University of Wrocław)

Agnieszka Libura (University of Wrocław)

Stephan Packard (University of Cologne)

Michał Post (WSB University in Wrocław)

Elżbieta Tabakowska (Jagiellonian University)

Upcoming Events

Conference: 6th International Conference on Figurative Thought and Language
(April 20-24 2022, Poznań, Poland)



Dynamicity, schematicity and variation in Figurative Thought and Language

A four-day event organised by the Department of Cognitive Linguistics at the Faculty of English, Adam Mickiewicz University in Poznań is already the sixth in a series of meetings aimed at presenting and discussing current research on the intersection of figurative thought and language, following the conferences in Thessaloniki (2014), Pavia (2015),

Osijek (2017), Braga (2018) and Sophia (2020). We have chosen “Dynamicity, schematicity and variation in Figurative Thought and Language” as the leitmotif of the conference in recognition of how much the field of cognitive studies has grown since its inception and how wide a range of issues, perspectives and methodologies it presently covers.

Plenary speakers who have kindly confirmed their participation:

- Herbert L. Colston
- Irene Mittleberg
- Julien Perrez
- Elżbieta Tabakowska

We invite theoretical and empirical contributions representing various takes on the interplay between language and mind, synchronic and diachronic, adopting a panoply of methodologies (e.g., quantitative studies, experimental techniques, cross-cultural and cross-linguistic comparisons, CDA, sociovariational analysis, translation). Suggested topics include (but are not restricted to):

- dynamicity and variation in figurative language and thought
- figuration in gesture and multimodal expression
- embodiment and figuration
- figuration and emotions
- figuration and ideology
- figurative language and thought in story-telling

Fully anonymous abstracts of 300 words (excluding references) must be submitted via EasyChair. Accepted file formats are .pdf, .doc(x) and .rtf. Please include up to five keywords at the top of the abstract to facilitate the reviewing effort. The languages of the conference are English and Polish. Each presentation will last 30 minutes, including 10 minutes for discussion.

Important dates

15 July 2021: Thematic sessions proposal submission deadline
 31 July 2021: Notification of session acceptance
 30 September 2021: Abstract submission deadline
 31 October 2021: Notification of paper acceptance

Call for PGR/ECR reviewers

The Journal of Languages, Texts and Society is looking for Academic and PGR/ECR reviewers to review manuscripts for publication. We think that members of RaAM would be a great fit, and could provide a valuable experience, particularly for students.

If you are are interested in becoming a reviewer for us, please fill in the form below. Once the form is filled in, we will be in touch about potential reviews in potential reviewers' research area.

Form to become a reviewer: <https://forms.gle/yrpbpSAZDJNaZgaAA>

Kimberley Pager-McClymont
LTS Issue 6 Manager and Editor

PhD position in Psychology at the University of Arizona

A PhD position is available at the Cognitive Neuroscience of Language Laboratory within the Department of Psychology at the University of Arizona, to begin Fall 2022. Our current research focuses are figurative language and emotional language across the lifespan. We primarily use ERP and fMRI methods, though other techniques such as TMS, pupillometry, and machine learning are available through collaborations with other faculty in Psychology, Biomedical Engineering, and School of Information. Interested applicants should contact Dr. Vicky Lai at tzuyinlai@email.arizona.edu for further information.

The application link is <https://psychology.arizona.edu/academics/apply-graduate-program> and the deadline is **December 1, 2021**.

The University of Arizona is committed to meeting the needs of its multi-varied communities by recruiting diverse faculty, staff, and students. The University of Arizona is an EEO/AA-M/W/D/V Employer. As an equal opportunity and affirmative action employer, the University of Arizona recognizes the power of a diverse community and encourages applications from individuals with varied experiences, perspectives, and backgrounds.

Tucson, Arizona, has been rated "the most affordable large city in the U.S." and was the first city in the US to be designated as a World City of Gastronomy by the United Nations Educational, Scientific, and Cultural Organization (UNESCO).

Vicky T. Lai (She/her/hers)

Assistant Professor, Department of [Psychology](#) | [Cognitive Science](#) Program

Lab website: [Cognitive Neuroscience of Language Laboratory](#)

University of Arizona



Thank you and looking forward to your contributions!

Hello world! My name is Sui /swei/, your new Newsletter Editor at RaAM! Thank you very much for your trust and support! The RaAM newsletter is a place where metaphor researchers from all around the world can share inspiring ideas and useful resources. Whenever I receive the newsletter – whether I was working crazily on the markings, or staring at a manuscript over a pile of tea bags, I feel connected to our community. A thank you to all the contributors for making it possible and a shout out to our previous Newseditors – THANK YOU SO MUCH!

Having obtained many inspirations at RaAM, I am dedicated to providing information that could be of interest to our community members. Sharing recent research outputs and events is an essential component of the newsletter, but I am also keen to facilitate interdisciplinary collaborations in our community and to circulate information that could help early career researchers (including Masters and PhD students) to build their research profile.

The next RaAM Newsletter will appear in the spring of 2021. We do look forward to receiving your news (e.g. publications, new and completed research projects, completed PhDs, conferences reports, call for papers, etc.)! If you are new to RaAM, you are more than welcome to introduce yourself to us!

Please send your contribution at any time to: newsletter@raam.org.uk. If you have any questions, do get in touch as well! I look forward to hearing from you (and seeing you at Białystok)! ☺

Sui HE, RaAM Newsletter Editor