



*Białystok 2022*

15TH RESEARCHING AND APPLYING METAPHOR CONFERENCE  
**THE SOCIAL IMPACT OF METAPHOR**

21-24 SEPTEMBER, 2022  
UNIVERSITY OF BIALYSTOK, POLAND  
[raam15.uwb.edu.pl](http://raam15.uwb.edu.pl)

[RaAM](#) is an open community of researchers of metaphor, metonymy, and other forms of figurative expression. The association is interdisciplinary, welcomes a broad range of research methods, and focuses on application to real-world contexts. RaAM conferences are therefore mainly concerned with the application of research to metaphor and other forms of figurative language use to real world issues.

We are pleased to announce that 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 an online form.

**PLENARY SPEAKERS:**

- [Prof. Kathleen Ahrens](#) *The Hong Kong Polytechnic University (Hong Kong)* 
- [Prof. Christian Burgers](#) *Vrije Universiteit Amsterdam / University of Amsterdam (the Netherlands)* 
- [Prof. Veronika Koller](#) *Lancaster University (the United Kingdom)* 
- [Prof. Susan Lee Nacey](#) *Inland Norway University of Applied Sciences (Norway)* 

**THE SOCIAL IMPACT OF METAPHOR**

*People affect each other in many different ways. As social animals, we are drawn by the attractiveness of others and aroused by their mere presence, stimulated by their activity and embarrassed by their attention. We are influenced by the actions of others, entertained by their performances, and sometimes persuaded by their arguments. We are inhibited by the surveillance of others and made less guilty by their complicity. We are threatened by the power of others and angered by their attack. Fortunately, we are also comforted by the support of others and sustained by their love.*

***By social impact, I mean any of the great variety of changes in physiological states and subjective feelings, motives and emotions, cognitions and beliefs, values and behavior, that occur in an individual, human or animal, as a result of the real, implied, or imagined presence or actions of other individuals.***

(Latané, 1981:343)

Metaphor scholarship, conscious of the power yielded by figurative language, has great potential to raise the same awareness among other language users. With this theme we hope to advance the discussion about the implications of metaphor studies and their implementation in real world. With that being said, 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.

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, e.g., translation studies, metaphor variation
- Metaphor in politics, e.g., environmental changes, COVID-19 pandemic, social change,
- Metaphor in education, e.g., language acquisition
- Metaphor in discourse, e.g. medical, legal, media (traditional/online)

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## CALL FOR PAPERS

Please note that while you do not have to be a RaAM member when submitting an abstract, it is necessary to become one to present at the conference. If you are not a member yet, go to [RaAM website](#) to learn how you can become one.

Abstracts for oral presentations, 'work in progress' talks, and poster presentations should be no longer than 400 words (excluding references) and should include:

- a title.
- clearly articulated research question(s) and its/their relevance to the conference theme.
- the most essential details about research approach, data, and methods.
- if possible, (preliminary) results and their interpretation.

You may apply for one of the following:

- paper presentations (single or multiple authors): 20-minute talk + 5-minute Q&A.
- poster presentation (single or multiple authors): 2-minute presentation. Please note that instructions will be sent upon acceptance.
- lightning round/work in progress: 3-minute presentation. Instructions will be sent upon acceptance.

An award will be given to the best presentation by a PhD student. Presentations will be shortlisted in the review process. Please note that only single-authored paper presentations are eligible.

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## ABSTRACT SUBMISSION

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>.

All submissions are anonymously reviewed by the Program Committee.

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## IMPORTANT DATES:

- Abstract submission until: **15 MARCH 2022 [DEADLINE EXTENDED]**
  - Submission notification: **EARLY MAY 2022**

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## MORE INFORMATION

For more information, visit the [conference website](#). You can find us on [Facebook](#), [Instagram](#), and [Twitter](#). You can always contact us at [raam15@uwb.edu.pl](mailto:raam15@uwb.edu.pl)

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## LOCAL ORGANIZING COMMITTEE:

*Center for Linguistic Studies, Faculty of Philology*

Justyna Wawrzyniuk (chair)  
Daniel Karczewski  
Agata Rozumko

Paweł Dzedziul  
Marcin Trojszczak

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## CONTACT US

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The Association for Researching and Applying Metaphor  
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