RaAM news

The Association for Researching and Applying Metaphor

INSIDE THIS ISSUE

RaAM

A *local's* guide to RaAM 16 (pp. 4-9)

Our LOC shares exciting updates about RaAM 16. Read more about the upcoming conference including the pre-conference workshops on pages 4-9! See you in Alcalá de Henares in June!

Recent publications (p. 10)

Featuring journal articles, book chapters, books, and special issues!

Metaphor columns (p. 19 & p. 23)

Our Postgraduate Liaison Caroline interviews Professor Solange Vereza (Fluminense Federal University, Brazil) and Pernille Bogø Jørgensen (Lancaster University, UK).

Look inside for event updates, calls for reviewers, and many more!

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

Message from the Chair

It's a pleasure to introduce our May 2023 newsletter, especially in the year when we all finally get to meet each other again!

I would like to begin by saying a huge thank you to the team at Alcalá de Henares for all the work they're doing putting together the RaAM 2023 conference (28th-30th June). In this beautiful setting, we will have the opportunity to get up to date with the work everyone has been doing over the past couple of years, as well as exchanging ideas, and developing new projects – many important metaphor-focused research projects were 'born' during conversations taking place at RaAM conferences.

On the subject of projects, it'll be exciting to announce the winners of the RaAM Research Grant and the Building Bridges Grant which will fund new research into figurative language and the sharing of findings from research carried out by RaAM members. We'll also be hearing about the winner of the RaAM Early Career prize, which will be awarded to the author of the paper which demonstrates the highest level of originality, rigor, significance, and real-world relevance. I'm looking forward to hearing about the scientific, societal, and economic impact of this work, at a time when it is more important than ever to be aware of the ways in which our use of metaphor shapes our interactions with one another and with our shared environment.

In addition to containing updates on the upcoming RaAM conference (p. 4), this newsletter contains information about an impressive number of new publications, research projects and events relating to metaphor and other kinds of figurative language. It also features our regular 'Metaphor column' (pp. 19-26) and has a special section devoted to students, who contribute too much to the RaAM community.

Huge thanks as always to Sui He for putting together the Newsletter, and the EC committee for all the work they have been doing behind the scenes to keep the show on the road, and finally to you, all the RaAMers who keep this large, important, supportive international community alive!

Now enjoy reading the Newsletter!

Jeannette Littlemore, Chair of RaAM

RaAM 2023 election – please stand!

The Newsletter Editor position on the RaAM Executive Committee (EC) is up for election. We would like to encourage you to consider running as a candidate for this position. A brief description of the responsibilities involved can be found here.

To stand for election, please use this online candidacy form on the RaAM website.

To be eligible for election, you must be a current RaAM member, and your candidacy must be supported by a nominator and seconder, both of whom must also be current RaAM members. If you are unsure whether you are a currently paid-up RaAM member, please check your membership status here.

Please write a short statement (about 150 words) in which you include information about why you would like to take on the role, what you feel you have to offer the association, and what you would do if elected.

The deadline for applications is May 31st, 2023, at 11:59 PM (CET).

All candidates and their statements will be presented on the RaAM website. Voting will take place exclusively online. Only RaAM members can vote, and they will be informed about how to vote online in June 2023.

If you have questions about the voting process or the elections, feel free to contact us.

Keeping up with the news!

Facebook: https://www.facebook.com/groups/100767151851
Twitter:
    RaAM (@RaAM_org): https://twitter.com/RaAM_org
    RaAM15 Conference (@RaAMconf): https://twitter.com/RaAMconf
Website: https://www.raam.org.uk/

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METAPHOR IN PUBLIC DISCOURSE

28 – 30 June 2023, Alcalá de Henares

Co-organized by Universidad Autónoma de Madrid and Universidad de Alcalá

https://raam16.com/

The LOC of the Raam16 Conference wants to thank members for the great response to our call for papers in December. We received almost 200 proposals, so our reviewers have had a good amount of work to revise and evaluate them all (thanks also for that!!).

As expected, there is a lot of interesting research on metaphor being done and this means that, unfortunately, the number of accepted abstracts exceeded the capacity of the three-day conference. However, we did not want to miss so many innovative and stimulating ideas, so we have suggested some authors to present their work in poster format, which will give us all the opportunity to know about their projects.

Besides, there will be **two pre-conference workshops** on 27th June: one on Updating Deliberate Metaphor Theory by Gerard Steen and another on Metaphor Translation in the World of Wine by Allison Creed & Lettie Dorst.

Moreover, we have noticed that RaAM members seem eager to meet face to face again and enjoy time together. This is why we are preparing an engaging social programme to provide you with lots of opportunities to gather and have a good time after the hard work sharing views and methods on metaphor and metonymy. Thanks to our sponsors (RaAM, John Benjamins, Universidad Autónoma de Madrid and Universidad de Alcalá) we will have a **Student Members event**, a great **Welcome Reception** outdoors, a **guided visit** to the historical buildings of Universidad de Alcalá and a **choral concert**. Also, we are still making arrangements for the **Conference Dinner**, so stay attuned to our social media and website for further details.

There is still a lot of work to do, but we are all thrilled to welcome you for the 16th RaAM Conference. Please, contact us for any questions. See you soon!
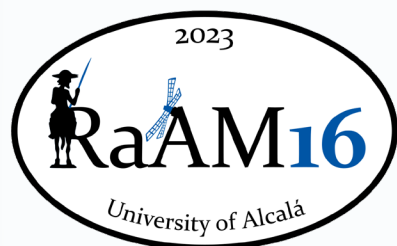
The Local Organizing Committee
M Dolores Porto
Manuela Romano
María-Ángeles Martínez
María Muelas
Silvia Peterssen.

METAPHOR IN PUBLIC DISCOURSE

28 – 30 June 2023, Alcalá de Henares

Co-organized by Universidad Autónoma de Madrid and Universidad de Alcalá

https://raam16.com/

Pre-conference workshops

Updating Deliberate Metaphor Theory

By Gerard Steen

This workshop presents an overview of new developments in Deliberate Metaphor Theory (DMT) and demonstrate how it can be applied in practice (Steen, in press). The first half of the workshop will outline how the three-dimensional model of Steen (2008) should be elaborated into a four-dimensional model related to utterance comprehension in discourse processing, adding the role of reference and world-building as a crucial and independent factor (cf. Reijnierse et al., 2018) to the original proposal. The second half of the workshop will show how this updated model can be formally operationalized by means of propositionalization and reveal how different uses of metaphor are predicted to elicit different mental representations.

References

Reijnierse, W.G., Burgers, C.J., Krennmayr, T., and G.J. Steen (2018). DMIP: A method for identifying potentially deliberate metaphor in language use. *Corpus Pragmatics*, 2(2), 129-147.

Steen, G.J. (In press). *Slowing metaphor down: Elaborating Deliberate Metaphor Theory*. Amsterdam: John Benjamins.

Steen, G.J. (2008). The paradox of metaphor: Why we need a three-dimensional model for metaphor. *Metaphor & Symbol* 23, 213-241.

Read more about Professor Gerard Steen's new book on DMT and this workshop on the next page!

Gerard Steen (in press). *Slowing metaphor down: Elaborating Deliberate Metaphor Theory*. John Benjamins Publishing.

If thinking can be fast or slow, metaphorical thinking can be fast and slow too. But metaphorical thinking probably does not occur as often and in the ways that many metaphor scholars today think. Slow metaphorical thinking, moreover, does mean that we can exert more control over metaphor than has previously been acknowledged. We can even offer resistance to metaphor. Deliberate Metaphor Theory (DMT) claims that there is an essential processing difference between non-deliberate and deliberate metaphor use which can explain all this.

This book is the first full account of the DMT model for metaphor comprehension. DMT is motivated by an attempt to resolve the paradox of metaphor, which says that most metaphor may not be comprehended metaphorically. The book presents a new formulation of DMT's conceptualization and operationalization, which is grounded in an independent and well-known cognitive-psychological model for all utterance comprehension in discourse. The new story about DMT is moreover framed in a more general model for all fast and slow thinking in cognitive science.

As a result, the original three-dimensional model of DMT is here refined into a four-dimensional model, which predicts the content of the mental representations of metaphor in discourse as part of building a surface text, a text base, a situation model, and a context model. This approach produces new research questions and discoveries about the deliberate versus non-deliberate use of metaphor that take into account fundamental issues of Conceptual Metaphor Theory, the Career of Metaphor Theory, Class-Inclusion Theory, and Relevance Theory. Moreover, the original five-step model for metaphor analysis is here fully explained and adjusted to the general method of propositionalization for representing mental models in discourse psychology.

The book brings together numerous cognitive-scientific insights into metaphor, including findings generated by the Graded Salience Hypothesis and the Grammatical Concordance Hypothesis. It opens with an overview of the available evidence for various aspects of deliberate metaphor use in the literature, which has been steadily growing over the past decade. It has a high degree of interdisciplinary accessibility to all students of metaphor, whether master students, PhDs, post docs, or established academics.

There will be a pre-conference workshop at RaAM16 in Spain in June 2023 that will demonstrate how the new DMT model can generate specific, formally concrete predictions for the content of the four mental models distinguished in discourse psychology for metaphor-related utterances in discourse comprehension. This workshop will also show how the same utterance can often be related to a deliberate or a non-deliberate representation, and discuss how this situation needs to be understood in the broader framework of the study of metaphor in discourse.

Gerard Steen (in press). *Slowing metaphor down: Elaborating Deliberate Metaphor Theory*. **John Benjamins Publishing Company.**

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METAPHOR IN PUBLIC DISCOURSE

28 – 30 June 2023, Alcalá de Henares

Co-organized by Universidad Autónoma de Madrid and Universidad de Alcalá

https://raam16.com/

Pre-conference workshops

Voluptuous, complex, and full-bodied: Metaphor translation in the world of wine

By Allison Creed and Lettie Dorst

In this practical two-hour workshop, we present a theoretical, methodological, and gastronomic introduction to metaphor translation. The knowledge domain of wine and the genre of wine reviews, also referred to as tasting notes, will provide the platform to:

- demonstrate the potential for metaphor, both conventional and creative, to shape and transform peoples sensory and emotional responses to wine; and

- investigate the crucial role translation plays in providing linguistic and cultural mediation that ensures an accurate and consistent interpretation and appreciation of wine across different languages and cultures.
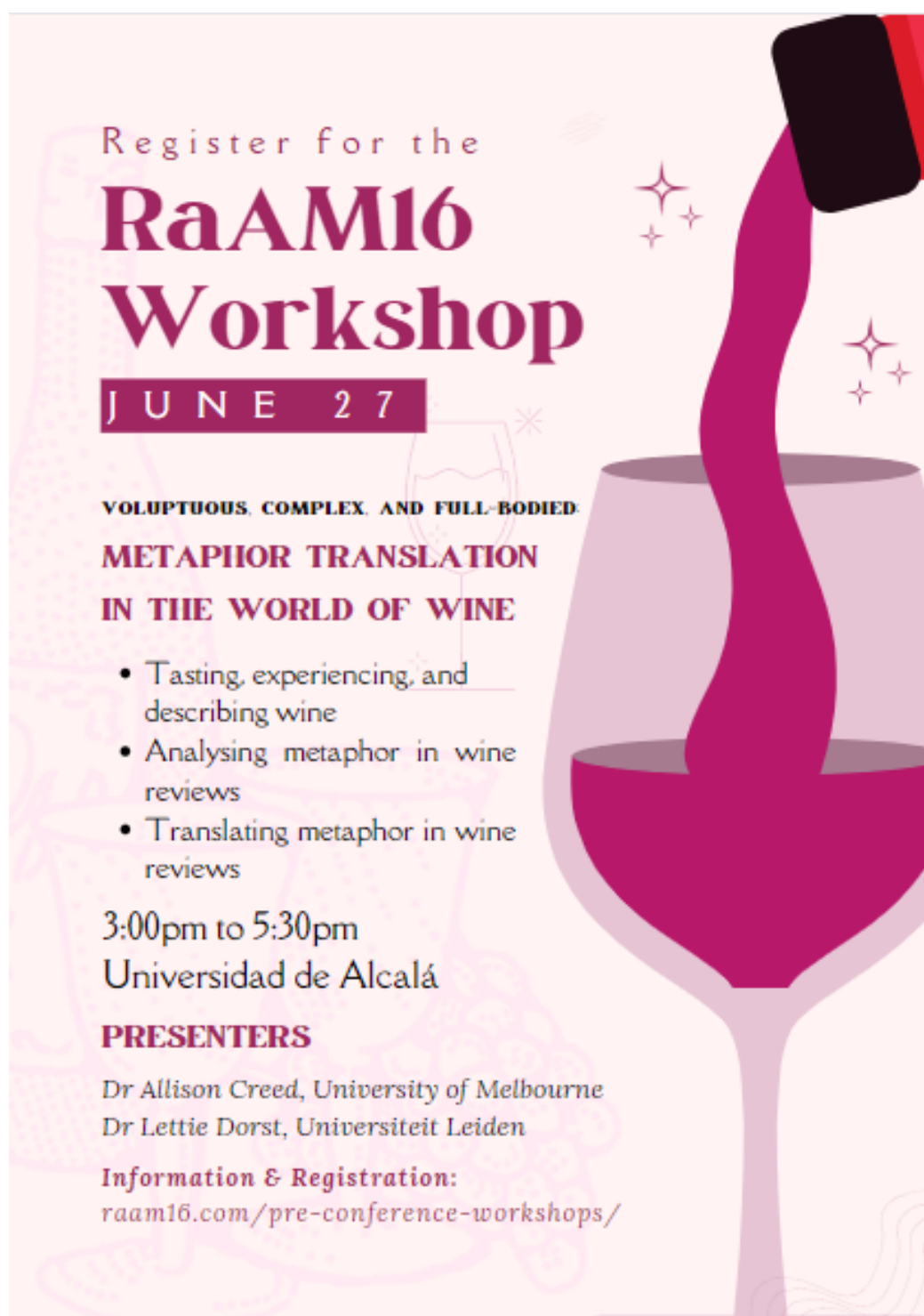
The workshop is organised as follows:

1. an introduction to wine reviews and tasting notes > tasting, experiencing, and describing wine;

2. an introduction to metaphor identification and analysis, using methods such as MIP (Pragglejaz Group, 2007) and multilingual MIPVU (Steen et al., 2010; Nacey et al., 2019), and reflecting on notions such as conventionality and creativity > analysing metaphor in wine reviews; and,

3. an introduction to metaphor translation, using the models proposed by Newmark (1988) and Schäffner (2004), and reflecting on notions such as cultural appropriateness and stereotyping > translating metaphor in wine reviews.

Participants will be introduced to the process of wine appreciation—yes, you will be tasting wine—and develop a basic understanding of as well as basic skills in performing metaphor analysis and translation in wine reviews. We will do hands-on work with sample texts in different languages. Working in collaborative teams, participants will taste, write, and translate their own wine reviews. The workshop will culminate in a prize for the voted best lightning wine review.

Magical portal: https://raam16.com/pre-conference-workshops/

Register for the
RaAM16 Workshop
JUNE 27

VOLUPTUOUS, COMPLEX, AND FULL-BODIED:

METAPHOR TRANSLATION IN THE WORLD OF WINE

- Tasting, experiencing, and describing wine
- Analysing metaphor in wine reviews
- Translating metaphor in wine reviews

3:00pm to 5:30pm
Universidad de Alcalá

PRESENTERS

Dr Allison Creed, University of Melbourne
Dr Lettie Dorst, Universiteit Leiden

Information & Registration:
raam16.com/pre-conference-workshops/

Recent Publications

Hongying Li, Mario Bisiada, and Yingfeng Xu (2023). Applying the Discourse Dynamics Approach to metaphors for women in the Spanish translation of the Chinese novel *Wei Cheng*, *Perspectives.*

The Discourse Dynamics Framework (DDF) assumes that the dimensions of metaphor (e.g., linguistic, cognitive, affective, physical, cultural) are interconnected, which facilitates our understanding of the use of metaphor in discourse. However, DDF is not yet widely used in translation studies of metaphors. Moreover, the translation of metaphors for women has not yet received sufficient attention despite its high social value. Therefore, this study applies the DDF to analyse the Spanish translation of the metaphors for women in the modern Chinese novel *Wei Cheng*, aiming to propose a multi-level model to help us interpret the metaphors and their translation issues in complex discourses. To this end, we proposed three most important systematic metaphors in the data collected and carried out a qualitative analysis of their Spanish translation. They are *WOMAN IS ANIMAL*, *WOMAN IS PLANT* and *WOMAN IS FOOD*. This study shows that DDF can provide insight into the cognitive, semantic, affective and socio-cultural-historical contexts of metaphor translation and how the ideas, attitudes and values they convey in source text are presented in target text.

Alison Creed (2023). Development of the "Transition Is a Becoming" Metaphor: The Perspectives of International Students, in William E. Donald (ed.), *Handbook of Research on Sustainable Career Ecosystems for University Students and Graduates*. IGI Global.

The present chapter highlights a unique participatory arts intervention aimed at promoting a sense of belonging and enhancing recognition of existing capabilities among a cohort of undergraduate and graduate university students from the Indo-Pacific region. The intervention took the form of a drama-based workshop and reflection activity aimed at increasing awareness and understanding of the students' transferable qualities and behaviors in relation to university transition and career development. The concept of transition is examined through the lens of Gale and Parker's (2014) typology of induction, development, and becoming in the Higher Education ecosystem. The chapter details the analysis of students' metaphorical language to tap into personal and value-laden experiences of transition and offers insights to support career practitioners and university staff in recognizing, reframing, or developing culturally cognizant and agentic metaphors to aid in academic and socio-cultural adjustment and career preparation.

The chapter details a scenario analysis utilising methodologies from:

- Creed, A., & Nacey, S. (2021). Qualitative and quantitative examination of metaphorical language use in career-life preparedness. In W. Murphy & J. Tosti-Kharas (Eds.), *Handbook of research methods in careers* (pp. 283–298). Edward Elgar.
- Musolff, A. (2006). Metaphor scenarios in public discourse. *Metaphor and Symbol*, 21(1), 23-38. https://doi.org/10.1207/s15327868ms2101_2

Recent Publications

Anke J.M. Oerlemans, Aletta G. Dorst, Marjan L. Knippenberg, and Gert J. Olthuis (2023). [Dementia in metaphors: A qualitative study among informal caregivers of people with dementia from migrant and ethnic minority groups](#), *SSM - Qualitative Research in Health*.

People with dementia from migrant and ethnic minority (MEM) groups often receive suboptimal care. Differences in perceptions, values and preferences, and linguistic barriers may complicate communication between persons with dementia, their families and healthcare professionals. Metaphor analysis can provide unique insight into the lifeworld of people with dementia and their informal caregivers. This study identified the metaphors with which informal caregivers of persons with dementia from diverse cultural-linguistic backgrounds understand and discuss dementia. We conducted 7 focus groups (n = 42) and 12 interviews (n = 13) with informal caregivers of persons with dementia living in the Netherlands from six different cultural backgrounds: Dutch, Chinese, Turkish, Moroccan, Surinamese, and Dutch-Antillean. Interviews, in the native tongue of participants, were analyzed for the presence of direct and indirect metaphor. The results indicate a conspicuous lack of metaphor to reflect on the nature and experience of having dementia. Two typical conceptual metaphors in health communication (journey/war) are virtually absent in all MEM groups. Furthermore, results suggest a one-sided and negative outlook on dementia, with an emphasis on persons with dementia as 'childlike' or 'crazy'. Our results suggest a lack of extensively available sophisticated (metaphorical) language to consider daily life with persons with dementia. There is a clear need to address the stigma and lack of medical knowledge surrounding dementia in these MEM groups and to carry out more cross-linguistic and cross-cultural research to explore which metaphors aid understanding and lead to the empowerment and restoration of self-worth of people with dementia.

Call for book reviewers

Are you interested in writing a book review that would be published in *Metaphor and the Social World*?...and of course, receiving a free copy of the book! **If yes, please add your details to this short form** and we will contact you when a book becomes available for review. Further information:

- We will seek to match the book to your areas of interest;
- The standard deadlines for submitting the review are 15th Nov (publication in first issue of following year) and 15th April (publication in second issue of same year);
- The current book review length is maximum 3,000 words with everything included (title, main text, references, etc.);
- For enquiries, contact david.oreilly@york.ac.uk

Recent Publications

Sarah Turner and Jeannette Littlemore (2023). *The Many Faces of Creativity: Exploring Synaesthesia through a Metaphorical Lens*. **Cambridge University Press.**

Creative metaphor has been of central interest to the cognitive linguistic research community in recent years. However, little is known about what propels people to use metaphor in a creative way. In this book, the authors identify and explore some of the clues that synaesthesia may provide to help us better understand the factors that drive creativity, with a particular focus on creative metaphor. They identify the factors that seem to trigger the production of creative metaphor in synaesthetes, and explore what this can tell us about creativity in the population more generally. Their findings provide insights into the nature of creativity as it relates to metaphor, emotion and embodied experience. They argue that the production of creative metaphor arises from strong affective reactions to sensory and emotional stimuli and that there is an embodied symbiotic relationship between sensory experiences, embodiment, emotion, hyperbole, empathy, metaphor and creativity.

Element Contents

1. 'Tiny Balloons Filled with Mashed Potatoes': What Is Synaesthesia, and What Has It Got to Do with Creativity and Metaphor?
2. 'Those Cookies Tasted of Regret … ': How We Investigated Evaluative Descriptions of Sensory Experiences
3. … and Rotting Flesh: How Do Synaesthetes and Non-synaesthetes Evaluate Sensory Experiences? What We Found …
4. 'Yeurgh … ': How We Investigated Synaesthetes' and Non-synaesthetes' Responses to Emotion Words and Emotive Expressions, and What We Found
5. 'I Don't Like Looking at Numbers with No Discernible Pattern': Conclusion

Recent Publications

Anaïs Augé (2023). *Metaphor and Argumentation in Climate Crisis Discourses.* **Routledge.**

This volume sheds light on the argumentative role of metaphor in climate change discourse, unpacking the ways in which stakeholders use specific metaphors to influence perceptions of the climate crisis.

While existing research has explored the explanatory function of metaphors in communication on climate change, this book offers an alternative view, one which posits that metaphors can go beyond disseminating scientific observations to promoting biases in the depiction of these observations. Augé analyses oft-used ideas in climate change communication, such as greenwashing, drawn from a wide-ranging corpus spanning media discourse, scientific discourse, NGO communications, political speech, and social media messages in English. The book presents an overview of different arguments conveyed through metaphors around five key themes—climate change mitigation; the evolution of climate change; global and local effects; the significance of climate change in specific countries; and the relationship between climate change and other contemporary social issues. The volume highlights how the complexity of climate change often necessitates the use of metaphor and the value of further research on the argumentative function of metaphor in elucidating its ideological dimensions in climate crisis discourse.

This book will be of interest to scholars in discourse analysis, corpus linguistics, cognitive linguistics, and environmental communication.

Link: https://www.routledge.com/Metaphor-and-Argumentation-in-Climate-Crisis-Discourse/Auge/p/book/9781032379791

A note from Anaïs:

I would like to thank the RaAM community as this book has largely benefited from the fruitful discussions and inspiring encounters with metaphor scholars, which have all been made possible during the many RaAM events I have attended.
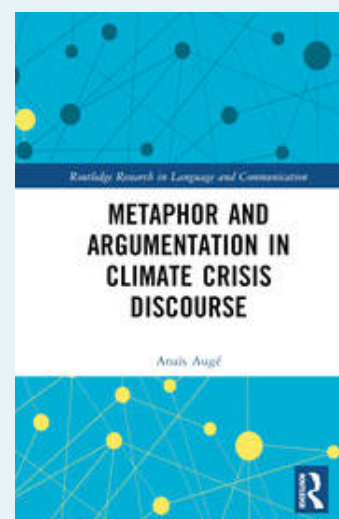
Recent Publications

Special Issue, *Metaphor and the Social World*, Vol. 13, Issue 1

Current Challenges in Metaphor Research

Introduction

Current challenges in metaphor research. Nina Julich-Warpakowski & Paula Pérez Sobrino

Articles

- Zooming in on the notion of *metaphoricity* : Notions, dimensions, and operationalizations. Nina Julich-Warpakowski & Thomas Wiben Jensen

- Literal or metaphorical? Conventional or creative? Contested metaphoricity in intense emotional experiences. Sarah Turner & Jeannette Littlemore

- Semantic distance predicts metaphoricity and creativity judgments in synesthetic metaphors. Bodo Winter & Francesca Strik-Lievers

- The semantics of a parallel reality: What does religion do to metaphor in an Ancient Egyptian context? Camilla Di Biase-Dyson

Afterword

- Measurement matters: An afterword on current challenges in metaphor research. Herbert Colston

Book Reviews

- P. Pérez-Sobrino, J. Littlemore & S. Ford. 2021. Unpacking Creativity: The Power of Figurative Communication in Advertising. Reviewed by Montserrat Esbrí Blasco

- M. Bagli. 2021. Tastes We Live By: The Linguistic Conceptualisation of Taste in English. Reviewed by Carina Rasse

- D. Dobrovol'skij & E. Piirainen. 2022. Figurative Language. Cross-Cultural and Cross-Linguistic Perspectives. Reviewed by Rosa Illán Castillo

- M. Brdar & R. Brdar-Szabó (Eds.). 2022. Figurative Thought and Language in Action. Reviewed by Kun Yang & Lincai Kuang

Link: https://benjamins.com/catalog/msw.13.1

Recent Publications

Special Issue, *Metaphor and Symbol*, Vol. 38, Issue 2

The Poetic Mind: Finding Meaning in Meaning

Editorial

On Poetry and the Science(s) of Meaning, Albert N. Katz, Carina Rasse & Herbert L. Colston

Research articles

- Poet and Psychologist: A Conversation, Keith J. Holyoak

- Cognitive Factors Related to Metaphor Goodness in Poetic and Non-literary Metaphor, J. Nick Reid, Hamad Al-Azary & Albert N. Katz

- An Individual-Differences Approach to Poetic Metaphor: Impact of Aptness and Familiarity, Dušan Stamenković, Katarina Milenković, Nicholas Ichien & Keith J. Holyoak

- The Storm Sank My Boat and My Dreams: The Zeugma as a Breach of Iconicity, Roi Tartakovsky & Yeshayahu Shen

- A Cognitive Investigation into the Love-life Relationship Expressed in Poetry, Van-Hoa Phan & Quynh-Thu Ho-Trinh

- Metaphors We Love By: The Shift from Animal to Fruit Metaphors in Classical Arabic Ghazal, Sami Chatti

- Why Poetry?: Semiotic Scaffolding & the Poetic Architecture of Cognition, Jake Young

Link: https://www.tandfonline.com/toc/hmet20/38/2

Conference this May!

IPAN - Interdisciplinary Perspectives on Anorexia Nervosa

University of Bologna, May 26 (hybrid)

Stay tuned for this RaAM research grant funded project in the next newsletter!

https://site.unibo.it/metaphan/en/agenda/ipan-interdisciplinary-perspectives-on-anorexia-nervosa

New Project

The ERC project PROMENADE

As a neurolinguist, the focus of my interest starts from language, and the different methodologies available open different windows to answer questions on how we process language. This is why over the years, I have worked on my favorite language phenomenon – metaphor – using different tools: first fMRI, then EEG, then studies involving clinical groups and children. This gave me a privileged viewpoint, as I was able to examine metaphor from different angles and capture different processes associated with it, but many questions are still unanswered. Among these, the ones that I believe are most relevant are: 1) Granted that metaphors are associated with increased costs in the brain, are there different phases in the process of metaphor understanding? How does this process unfold? 2) How do perceptual and motor experiences enter these phases and combine with verbal material? 3) Can we use these phases to explain the difficulties with metaphors experienced by young children and by clinical groups? In my ERC project, I will try to answer these questions and sketch a comprehensive model of metaphor processing, in the brain and in the lifespan, based on evidence from different methodologies. The project is called PROMENADE (PROcessing MEtaphors: Neurochronometry, Acquisition and Decay), which is of course a metaphor itself, pointing to the new avenues expected to emerge from the project, and it was launched on January 1st, 2023.

To give you a bit more details on the content of the project, the starting point is of course theoretical. Based mainly on the evidence I have accumulated over the years and keeping Relevance Theory as a background, I have started to sketch a model that involves two processes, one linked to the pragmatic adjustment of the lexical concepts and one linked to the derivation of the full-fledged figurative meaning (i.e., the implicature(s)). I have also proposed that these processes are multimodal in nature, that is, they might involve visual images as well as sensory-motor aspects.
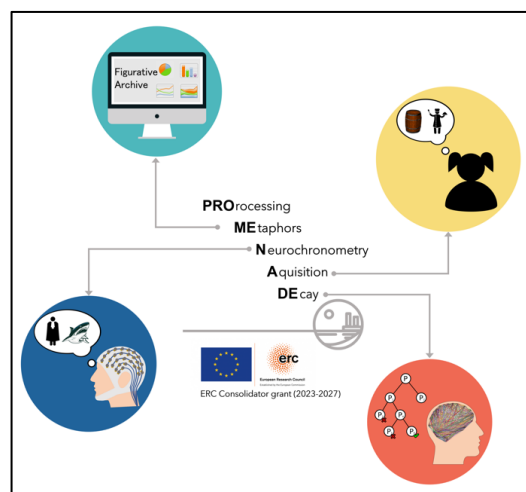
If the model above is correct, then I expect a biphasic pattern of brain activity, that can be modulated by visual and motor imagery processes: this will be tested in WP2 of PROMENADE, which will make use of a 128-channel EEG system to implement a series of different experiments on healthy adults. Furthermore, I expect to be able to track down changes in children's metaphor skills via modifications of their brain response to metaphors. In WP3 of PROMENADE, we will assess children longitudinally over a period of three years and the findings will shape a novel training program to promote children's abilities to understand metaphors. In WP4 we will analyze data coming from different metaphor tasks administered to clinical groups, including both psychiatric and neurological populations. We will use machine learning approaches to disentangle different types of error, possibly specific to different populations. The many metaphors used throughout the project will be collected in a "figurative archive" to promote further research. You can see the architecture of PROMENADE in Figure 1.

New Project

What are the strengths of PROMENADE? I believe that the main strength is the fresh theoretical look it takes on metaphor: I will try to overcome classic debates such as the one on direct vs. indirect access hypothesis, to isolate processes that do not necessarily involve longer processing times. Also, I will go beyond strict embodiment accounts, to embrace a multimodal view of metaphorical and linguistic processes in general. Another strength is the cross-methodological approach, in line with the idea that complex questions require multiple sources of information to be solved. Finally, I like to think that my project can truly impact society, by increasing awareness of metaphorical expressions in communication and proposing ways to promote and restore metaphor skills as a predictor of social functioning.

To conclude, I am extremely grateful to the European Research Council for funding my research and giving me the opportunity to bring my research to an upper level, closest to core theory as well as closer to society, and to strengthen my research group (speaking of which, see Figure 2 for a nice picture of the current team). I will be happy to consider collaboration proposals and if you want to know the last findings, check the project page on the lab website!

Valentina Bambini
Full Professor of Linguistics
University School for Advanced Studies, IUSS Pavia, Italy
Laboratory of Neurolinguistics and Experimental Pragmatics
https://www.neplab.it/

Student matters: An update from the Postgraduate Liaison

Dear Student Members,

It's so good to be writing to you again. In May, when I'm writing this column, we're all preparing to participate in the next RaAM Conference. RaAM 16 is taking place on June 28th-30th, at the Universidad de Alcalá, in Alcalá de Henares, Spain. I hope we can all meet and have a good time there!

This year, the conference's theme is Metaphor in Public Discourse, with professors Andreas Musolff (University of East Anglia, UK), Inés Olza (Universidad de Navarra, Spain), Augusto Soares da Silva (Catholic University of Portugal, Braga), and Solange Vereza (Universidade Federal Fluminense, Brazil) as the plenary speakers. I'm sure we will have great and insightful talks and discussions there. I really hope you all can attend and enjoy such a cool event.

In this issue of RaAM's newsletter, the Metaphor Column counts with two interviews. Thinking about our next conference, I interviewed Prof. Solange Vereza (Universidade Federal Fluminense, Brazil), one of the plenary speakers of RaAM 16. It was an honor to interview someone with such insightful work, from the same country as me. Prof. Vereza has been working with metaphors from a discursive perspective, bringing up the idea of Metaphorical Niches, Situated Metaphors, and Macromappings. I also interviewed a PhD student, Pernille Bogø Jørgensen (Lancaster University, UK). I met Pernille at the last RaAM conferences, and her research, based on metaphors in healthcare discourse, caught my attention. More specifically, she studies how metaphors are used to talk about menopause. In this post-pandemic world we've been living in, metaphor studies focusing on health discourse have become increasingly in the spotlight, revealing much about how language and our comprehension of the topic may be influenced and/or shaped by metaphors. So, nothing better than bringing it to our newsletter! I'm sure you'll like to read about Vereza and Jørgensen's works. Both interviews are available on pages 19 and 23.

Metaphor Column is an open space for our community. We're always eager to know more about the metaphor students and established academics we're reaching. That's why I'm inviting you to participate in it. If you'd like to introduce yourself and your work to our community, email me! This is a space for sharing and promoting experiences, so all contributions are welcome.

Our Facebook group, Researching and Applying Metaphor (LINK), is also open to your contributions and discussions. You're all invited to participate in it.

If you have questions, suggestions, commentaries, or ideas, email me at postgrad_liaison@raam.org.uk. It will be a pleasure to listen to you!

Best wishes,

Caroline Girardi Ferrari

RaAM Postgraduate Liaison

The

Metaphor

Column

interview by Caroline Girardi Ferrari

METAPHOR

Solange Vereza is a Professor in Linguistics at UFF - Fluminense Federal University, in Niterói, Rio de Janeiro, Brazil. She holds a MA degree from London University, a PhD from The Catholic University, in São Paulo, and a post-doctoral degree from São Paulo State University.

She is a member of the Post-Graduate Programme in Language Studies at UFF, where she teaches courses on Cognitive Linguistics and supervises MA dissertations and PhD theses. She publishes widely in the area of metaphor studies and has a special interest in the cognitive-discursive perspective of metaphor

M is for **Metaphor.** Our first question is the most special and classic one. Do you have a favorite metaphor? Why is it your favorite?

My favorite metaphor is, in fact, a group of instantiations of the Conceptual Metaphor LIFE IS A FOOTBALL GAME in Brazilian Portuguese, a highly productive mapping that is clearly motivated by a football-centred culture. From the innumerous football-related expressions, some are highly conventionalized, while others are fresh and highly creative, emerging from different discourse contexts. When Brazil was beaten by 7 x 1 by Germany, when the country was hosting the World Cup in 2014, for example, the episode was so devastating to the millions of Brazilian supporters, that the expression "7 X 1" started being used to refer to any disappointing event in one's life (e.g., my Christmas at my aunt's was a 7 x 1). In this case, what is mapped is not the defeat by another opponent, but the feeling of utter disappointment experienced by Brazilians. In other cases, the element which is highlighted is a defeat by a large margin.

E is for **Experience**. We are really interested to know more about your research experience with metaphors. How did you start studying them? How did you start thinking about Metaphors from a cognitive-discursive perspective?

Believe it or not, my interest in metaphor was triggered by the overall theme of my PhD research which was... literal meaning! At the outset, the hypothesis was that the concept of "literal meaning" was a construct that did not correspond in any way to the true nature of meaning production, and, even so, people shared an unconscious notion that words had intrinsic, stable, and inherent meanings. To study this "construct", I started reading

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(concurrently with Wittgenstein's Philosophical Investigation) Lakoff and Johnson's Metaphors we live by, and all I can say is that the book had an overwhelming impact on my view of metaphor and meaning in general. So much so that it made me realize that "literal meaning" was part of a larger conceptual metaphor (the Conduit Metaphor), which implies that words are recipients, and meanings are the content of those recipients. One can imagine how much this realization changed the course of my research at the time and of my whole academic life in the past 33 years!

T is for **Thought.** Considering your career so far, what are your strongest outcomes in metaphor studies? What are your thoughts about your findings and insights with your work in *Situated Metaphors* and *Metaphor Niches*?

My initial, more philosophical, interest in cognitive metaphor has, more recently, given room to focus on the discourse dimension of metaphorical language in use. The challenge in pursuing this direction is twofold: on the one hand, I insist on keeping track of the cognitive perspective on metaphor, since I believe the contributions of CMT are invaluable and its presets should not be overlooked. That is why in my research (including that of my MA and PhD students), I follow a discursive-cognitive perspective, by articulating the functioning of metaphor in discourse (at the online level) to its cognitive, more stable, off-line dimension. Not an easy task, I admit, but, I believe, a worthwhile one. On the other hand, we need analytical tools to develop this line of investigation, once traditional CMT does not offer such units, as its interests do not lie at the 'online' level. The concept of 'situated metaphor' (deliberated, episodic, often novel, or with novel or unexpected mappings), and of 'metaphor niche' (an extended situated metaphor explored through local mappings) have been used with this purpose. These have not been intended, in any way, to be theoretically innovative; they are part of a trend in metaphor studies introduced mostly by Lynne Cameron, Elena Semino, Alice Deignan, and Zoltán Kövecses, among other renowned and influential metaphor scholars, who introduced notions such as metaphoremes, systematic metaphors, and contextual metaphor as instruments to analyze metaphor in discourse. The specificity of situated metaphor and metaphor niche lies in their role, as rhetorical tools, in argumentation, which is the focus of my present line of research.

A is for **Analysis**. What do you think we should pay more attention to when analyzing and studying metaphors in discourse? How do you analyze metaphors in your current research? Are there any tips for researchers that would like to study metaphors from a cognitive-discursive perspective?

I believe one of the main challenges in metaphor analyses is to distinguish between conceptual metaphor and situated metaphor. I have seen a lot of research in which metaphors, found in different texts, such as the 7 X 1 metaphor mentioned in my answer to the first question, marked in capital letters and classified as a conceptual metaphor (A JOB INTERVIEW IS A 7 X 1). The dichotomy introduced by Lakoff and Johnson between metaphor in language x metaphor in thought may not be easy to grasp. For many people, after 1980, all metaphors simply became conceptual metaphors. Another difficulty frequently found is to differentiate linguistic markers of underlying conceptual metaphors – as in, for example, Gisele Bündchen is a top model / IMPORTANCE IS UP –, often not seen as a metaphor at all by most non-specialists, from situated metaphors, which are deliberate, often used with ideational and/or

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argumentative function. Finding the conceptual metaphor behind their instantiations in language use (either as a simple marker, a situated metaphor, or a metaphor niche) is another challenge: some less obvious CMs require a lot of informed introspection to be inferred, as MCs do not "come out in RXs or MRIs"... It is not uncommon to see implausible MCs, as results of clear "stretches of imagination", being proposed. There is no doubt that analyzing metaphor at its cognitive and discursive levels, trying to establish a correspondence between both dimensions, is a difficult job, but at least in my view, a very stimulating and rewarding one, particularly if you have the aid of insights found in the very rich literature in the area.

 P is for **Perspectivation**. In your most recent talks and publications, you've talked about the concept of *Perspectivation.* Could you briefly summarize this concept and explain why and how it is important for metaphor studies?

In the cognitive-discursive perspective I use the term 'perspectivation' to refer, firstly, to the highlighting/and hiding effects of cognitive mappings and the way they participate in the development of an argument or point of view. The selection of a particular element of the source domain to be mapped onto its corresponding element in the target domain may have a different rhetorical effect than the selection of other elements. At the conceptual level, mappings are more stable, fixed (see the invariance principle), but they still perspectivize/profile the source domain in one way and not in another. In discourse, however, mappings are much more dynamic and often unexpected, with argumentative or even humorous pragmatic effects. The mappings developed 'online' require both metacognitive and metadiscursive acts on the part of both speaker/listeners or writer/reader. In a nutshell, in my research work, perspectivation is used as a term or a conceptual tool to study the rhetorical role and effects of mappings in the development and understanding of points of view.

H is for **Hobbies.** What keeps you busy in your free time? What are your main hobbies when you're not thinking about linguistic issues?

My recent number one hobby is playing and talking with my grandchildren, Alice and Gabriel. I learn so much with them and, of course, always have a lot of fun! My second hobby is the same one since I was 7 years old: reading (Brazilian classics, world literature, travel literature and, just to relax, thrillers). But I cannot keep myself from metaphor hunting while I read – I do not know if this is a hobby or simply an old habit...

O is for **Other.** Are there any other topics or trends you believe we should pay more attention to when studying metaphors?

I have been studying metaphor for more than thirty years, and the more I read about it and explore it in my research work, the more questions and potentially investigative issues arise. It seems to be a never-ending enterprise! My 36-year-old daughter has recently expressed her disbelief: "How come there are still so many things to learn about a single and apparently straightforward phenomenon such as metaphor? It's just saying one thing, meaning another!". If only she knew...! The cognitive-discursive trend in metaphor studies I - and many other inspiring scholars- have been exploring more recently has opened highly complex but fascinating paths. Among these, I believe the study of ideology (viewed from a sociocognitive perspective, i.e., as a set of socially and

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culturally oriented mental representations, often unconscious, shared by society), and of the discursive/rhetorical functions of figurative language have already received a lot of attention, but are still open to a further systematic examination. The challenge in this line of investigation, I believe, is to seek an articulation between the offline conceptual level of meaning (conceptual metaphors, frames, ICM, image schema, etc.) and the online discourse elements of meaning production (local mappings, argumentative devices, textual configurations, etc.). To focus only on the latter, disregarding how it relates to the former, is, in the context of metaphor research development, like throwing the baby out with the bathwater, as the old idiom goes. The undeniable theoretical and analytical gains in the understanding of metaphor brought by CMT can be somehow problematized, expended, or refined, but should not be ignored or neglected, as this, in my view (which, I am aware, is not consensual in the literature on metaphor), would represent a step backward in metaphor research..

R is for **RaAM 16.** You're one of the plenary speakers at the next RaAM Conference, RaAM 16, in Alcalá de Henares, Spain. What can we expect from your talk at the conference? Could you spoil us a little bit about your ideas for your communication?

The overall theme of my talk is described in the previous answer: perspectivation. I will further detail the way I use the concept in my research, both theoretically and analytically. I will also present and analyze examples from different genres to illustrate how mappings (*offline* and *online*) perspectivize meanings.

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The Metaphor Column

interview by Caroline Girardi Ferrari

Pernille Bogø Jørgensen is a PhD student at Lancaster University. Her research focus is metaphor from a discourse perspective in the context of health care, more specifically exploring metaphor scenarios in discourses of menopause in US American English and Danish.

M is for **Metaphor.** Let's start with the most special question. Do you have a favorite metaphor? What makes it your favorite?

I did a course in Physiology once, and I learned that antibodies and antigens find each other in matches. This was explained as a romance - the idea of finding the one and only in a romantic schema was mapped onto the idea of antibodies and antigens either being a good match or not. This was used to explain different medical considerations, such as why you need to check blood type before giving a transfusion - it has to be the right kind of blood so the body won't reject it.

I think it's a really nice metaphor because I can still remember what I learned from it ten years later. It can be hard to relate to things that happen inside the body and how different elements in the blood and cells interact. Because you can't really see them; they're so small. It just made them a lot more tangible to imagine them as people who are dating and looking for love. That helped explain some of the theory we needed to learn.

It's one of my favourite metaphors because I experienced how it made learning easier and how engaged I felt in the subject when the material was made more relatable in this way. It's followed me ever since, so when I started to studying metaphor years later, it's been one of the metaphors that pop up once in a while.

E is for **Exchange**. We know that you're from Scandinavia and that your research also comprehends Scandinavian languages. We also know that you're part of the group MetNet Scandinavia, which highlights metaphorical uses in Scandinavian languages and cultures. Can you tell us more about that? Do you think reuniting and exchanging experiences with researchers who study particular languages and cultures could improve our current linguistic research? Do you encourage students to look for similar groups which focus their research on specific languages?

I think research into languages other than English is very important. If all the theory is based on an English context, we fail to understand how people speaking other languages

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think and act. Intercultural conversations about metaphor is a great way to challenge basic assumptions about language and the context in which it is used.

Exchange with other Scandinavian linguists has helped me understand why some assumptions that are based on English do not fit my data and how I can deal with it. The first time I realised I was not alone with this issue, was when MIPVU around the World by Susan Nacey and others came out in 2019. That book as well talking to Susan and other researchers in the MetNet Scandinavia group really helped me deal with some of the challenges of analysing non-English data. So I would definitely encourage any students who work with data in languages other than English to find a group of researchers with an interests in similar languages.

T is for **Thesis.** We know that your current research, your PhD thesis, is about metaphors in discourses of menopause. Can you briefly summarize your research for us? Why did you choose specifically the topic of menopause?

I am working on an explicit method for identifying and analysing metaphor scenarios in two languages – Danish and US American. My data comes from women's magazines and medical websites, where doctors provide information about menopause. Besides the methodological question of how to identify metaphor scenarios, I also describe how menopause and those experiencing it are represented in the data. I interpret the differences between Danish and US findings in relation to the national health care systems and cultural patterns.

Menopause is interesting as a health care topic because it is not an illness, yet has been talked about as such for decades. It is controversial, not least because the lived experience seems to vary massively between individuals, although some cultural trends have been identified. It has been a taboo but that seems to be changing, not least driven by public figures such as Michelle Obama and Drew Barrymore talking about it openly in the US. In Denmark, the latest season of the popular TV-series Borgen has shown the main character have to deal with hot flushes and irregular periods while being Foreign Minister. Such representations help to make it easier for those experiencing menopause to explain it to those around them, when it is challenging.

I have also had some great discussions with people of both genders and many ages about it and experience a lot of curiosity and need to talk about it. This strengthens me in the belief that it is a topic that needs to come out of the shadows (to expand on a metaphor from my American data).

From a more personal point of view, I used to work with pharmaceutical information for a number of conditions related to hormones and menopause was one of them. Hormones are interesting because of the way they travel through the body and the many complex systems they act within. E.g. estrogen isn't just a substance that makes you feminine or not, it affects bone growth, temperature regulation and other functions in the body – which is why menopause potentially affects different parts of a woman's life.

A is for **Amusement**. What do you like to do in your free time? What are your main hobbies?

At the moment, I sing in a choir once a week. I also enjoy playing music, dancing and climbing. Music has always been a part of my life with family members playing different

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instruments or singing. Growing up, I played in a Brass Band with my brother and dad, and later I've played in Big Bands, Showbands and smaller ensembles. In Lancaster, I was part of a trio that played swing.

P is for **Plans**. Thinking about your future research, what do you plan to study in the next years? Do you think about other metaphor or linguistic-related topics that interest you? Are there any gaps or insights that your research experience brought to you?

I would like to work with discourses of psychiatric/neurological conditions such as schizophrenia or alzheimers. These areas are not as underresearched in linguistics as menopause but I find them interesting because I have worked with these conditions from a pharmaceutical point of view. Like hormones, the nervous system affects many different parts of the body. It is also a system that regulates the rest of the body, it just works much faster than the hormonal system.

Particularly in psychiatric conditions, language plays an important part in discovering and treating the conditions as most of the diagnostic measures of these conditions rely on patient experiences that are conveyed through language. At the same time, many healthcare systems struggle to provide decent care to some of these patients. Maybe linguistic research into metaphor used to describe these conditions will help health care professionals develop better care.

Further, a critical perspective may contribute to a conversation that can raise awareness about the nature of such conditions and how they impact people's lives. This may prompt politicians to invest in the improvement of psychiatric care and support for the health care system that works to provide this care.

H is for **Health care discourse.** Over the last few years, health discourse has been under the spotlight of linguistic studies. Based on your experience, how do you think that studying metaphors and figurative language may help to better understand health care discourse?

By exploring metaphor, we may prompt ourselves and each other to think differently about health challenges we face as societies. An example of this is the discussion surrounding the #ReframeCovid initiative, which gathered metaphors describing Covid-19 in the first years of the pandemic. This initiative questioned the use of War metaphor used by some governments to describe the pandemic and provided a basis for discussing alternatives.

Metaphor is key to understanding the ideologies behind various discourses of healthcare conditions. By uncovering underlying assumptions, shared and conflicting interests can come to light and better solutions may be developed in collaboration with interest groups. We can talk about whether we want healthcare systems that are ruled by commercial market mechanisms, professional medical knowledge, patient expertise, a combination or something entirely different.

O is for **Outcomes**. Considering your research so far, what are your main outcomes when studying metaphors in health care discourse and, more specifically, in menopause discourse?

I have found many metaphors that evoke a Conflict or a Movement schema and this is not surprising considering the literature on metaphor in general. However, the Conflict metaphors occur much more frequently in the US data compared to the Danish.

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Although my data sample is small, it indicates the importance of analyzing metaphor in different languages. The dominant metaphor schemas may tell us something about a culture even if we think it says something general about human nature because metaphor has mostly been researched in English. There is literature on this already (Ibarretxe-Antuñano, 2013), yet the point deserves repeating.

Understanding that people conceptualise partly based on their cultural background is vital in healthcare systems that bring together people from different backgrounds. Language is more than translation (a whole, worthy interesting research topic in itself) and understanding how cognition and context interact in our understanding and production of language is vital in healthcare contexts.

R is for **Recommendations.** What could you recommend for researchers that would like to study metaphors in health care or in menopause discourse? Are there any suggestions about it?

I would recommend to start out by thinking about what health and healthcare is because there is a shift in how we perceive health in society in general toward more individualised responsibility for our own health. I would suggest that anybody doing research into metaphors in healthcare think about what healthcare is to different stakeholders.

Personally, I think it is interesting to look at conditions in the grey zone such as menopause that isn't an illness or to look at conditions that have implications for both physical and mental health. Because I think that's where you will find interesting points that are useful to to help create better healthcare in the future.

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