

SAMANTHA FORD

MA by Research, BA (Hons)

Researcher, Marketing & Linguistics

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LINKS

[Website](#), [Google Scholar](#), [Twitter](#), [LinkedIn](#)

PROFILE

Samantha is a Researcher in marketing, applied linguistics, and psychology investigating the relationship between consumer attitude and behaviour, and the creativity, figurativity, emotion, and multimodality of digital and print advertising. They publish on advertising impact and effectiveness, are trained in measuring marketing effectiveness by the Institute of Practitioners in Advertising (IPA), and are an IPA member.

They have worked in the Department of Marketing at the University of Birmingham for 12 months at 0.5FTE with Associate Professor in Marketing Dr David Houghton, attended Department of Marketing away days, and taught at the Birmingham Business School on visual language in advertising, among theory, methods, and creative practice in other modules for local and distance learning BA, MA, and PhD students through in person, online, and hybrid/blended learning formats.

Samantha is doing a PhD with a Collaborative Doctoral Award funded by Midlands4Cities Arts and Humanities Research Council, and works collaboratively with Big Cat Marketing Agency, winning the *Partnership of the Year Award* (2018). Samantha has delivered training sessions to advertising executives at McCann, and published numerous market research and testing case studies with Big Cat Agency and various clients.

EDUCATION

- ❖ **PhD, English Language and Applied Linguistics**, University of Birmingham..... 2019–2023
Supervised by Professor Jeannette Littlemore, Dr Bodo Winter, Anthony Tattum PGDip
Collaborative Doctoral Award granted by Midlands4Cities Arts and Humanities Research Council: £15,009 per annum
- ❖ **MA by Research, English Language and Applied Linguistics**, University of Birmingham.....2017–2019
No corrections, supervised by Dr Bodo Winter, Professor Jeannette Littlemore
£4,195 College of Arts and Law Master's Level Scholarship
- ❖ **BA (Hons), English Language**, University of Birmingham.....2014–2017
First class Bachelor of Arts, awarded Research Project Prize for dissertation £125, supervised by Dr Bodo Winter

PUBLICATIONS

Peer-reviewed academic journal articles

- ❖ **Ford, S.**, Littlemore, J., & Houghton, D. (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), 207-228. DOI: <https://doi.org/10.1080/10926488.2021.1913740>.
- ❖ **Ford, S.** & Guan, Y. (submitted, revising, 2022). Making cross-cultural meaning in educational smartphone app icons with metonymy and metaphor. *Metaphor and Symbol*.

- ❖ Pérez Sobrino, P. & **Ford, S.** (submitted, revising, 2022). What counts as a multimodal metaphor (and metonymy)? Evolution of inter-rater reliability and agreement within and across seven rounds of adverts annotation. *Language and Cognition*.
- ❖ **Ford, S.** & Fuoli, M. (in preparation). Conceptualizing and visualizing (dis)trust and argumentative strategies in environmental, emancipatory discourse.
- ❖ **Ford, S.** (in preparation). What makes a memorable ad? Testing the memorability of metaphor in marketing campaigns. *Journal of Advertising*.

Impact report

- ❖ Ivbijaro, G., Merlo, M., Maingot, S., Kanwar, M., Sanwal, H., & **Ford, S.** (2022). *Make mental health and well-being for all a global priority: Impact report – WHMD 2022*. World Federation for Mental Health, Available from: https://wmhdofficial.com/wp-content/uploads/22-12-21_wmhd2022-report.pdf
- ❖ **Ford, S.** (2022). *How to produce a culturally sensitive campaign for the NHS booster vaccination for the Pakistani community*.
- ❖ **Ford, S.** (2022). *Appealing to the West Midlands to take up cycling: Testing concepts for a “Cycling for Everyone” campaign*.
- ❖ **Ford, S.** (2020). *Market research for women’s experience of bra fittings and purchases: Royce Lingerie*.
- ❖ Big Cat Agency, & **Ford, S.** (2020). *Understanding and reacting to changing consumer behaviour for health & fitness brands*. Available from: <https://www.samantha-ford.com/blog/health-and-fitness-insight-white-paper-2-published-with-big-cat-agency>.
- ❖ **Ford, S.** (2020). *Identifying the behavioural habits of gym-goers to inform an emotional ‘hook’ in advertising*. Available from: <https://www.samantha-ford.com/blog/insight-paper-published-on-creative-brief>.
- ❖ **Ford, S.** (2019). *Findings from a user-experience eye-tracking study of the RightTrack Learning website*.
- ❖ **Ford, S.**, Littlemore, J., & Houghton, D. (2018). *Findings from a user evaluation study for rebranding housing association Solihull Community Housing*.
- ❖ Littlemore, J., **Ford, S.**, & Houghton, D. (2018). *The effects of figurative language on consumer attitudes toward an Aspire Channel Swim campaign*.

Books

- ❖ Pérez Sobrino, P., Littlemore, J., & **Ford, S.** (2021). *Unpacking Creativity: The power of figurative communication in advertising*. Cambridge University Press. DOI: <https://doi.org/10.1017/9781108562409>

Book chapters

- ❖ **Ford, S.** & Littlemore, J. (2023). Exploring the impact of figurative communication and advertising: Reflections on a collaboration between linguistics researchers and a Midlands-based marketing agency. In H. Price & D. McIntyre. *Communicating linguistics: Language, community and public engagement*. Routledge. DOI: <https://doi.org/10.4324/9781003096078-14>.
- ❖ Houghton, D., Littlemore, J., **Ford, S.**, Harfield, C. & Marder, B. (2022). What drives emotion and physiological arousal in adverts? The critical role of figurative operations, In A. Bagasheva, B. Hristov, & N. Tincheva. *Figurativity and Human Ecology*. Figurative Language and Thought Series. John Benjamins. DOI: <https://doi.org/10.1075/ftl.17.08hou>.

Other

- ❖ **Ford, S.**, Pérez Sobrino, P., & Littlemore, J. (2021). *Negative advertising: A secret weapon? Fifteen eighty-four: Academic perspectives from Cambridge University Press*. 15th November 2021. Available from: <http://www.cambridgeblog.org/2021/11/negative-advertising-a-secret-weapon/>.
- ❖ Gibson, D. & **Ford, S.** (2018). *Of Strong Mind: A Poem to Music*. Full text and performance available: <https://www.samantha-ford.com/blog/of-strong-mind-a-collaboration-with-darren-gibson>.

FUNDING & RESEARCH PROJECTS

- ❖ **Conceptualising and visualising corporate identities**.....2022 – ongoing
 - Project Lead
 - Examines consumer conceptualisation and visualisation of (dis)trust and argumentative strategies in response to corporate identity in environmental emancipatory discourse
 - £3,240.00 grant, Research Development Fund, Midlands4Cities, Arts and Humanities Research Council
- ❖ **Talking Taboos: M4C Dialogue Day**2021
 - Co-organiser, symposium, online
 - Talking Taboos: The Challenges and Opportunities of Researching Sensitive Subjects and Taboo Topics
 - Opened up discussion and provided training and networking opportunities for people researching sensitive subjects and taboo topics, and stakeholders (including charities, NGOs, Trusts, and businesses) working in areas related to these topics to provide their insights into the research being undertaken, to highlight their own research needs, and to build up relationships with researchers
 - £1,578.40 grant from Midlands4Cities Arts and Humanities Research Council
- ❖ **Investigating Multimodal Metaphor and Metonymy in Advertising**.....2016, 2018–2020
 - 12 months Research Associate in Department of Marketing and Birmingham Business School, University of Birmingham
 - Interdisciplinary project using marketing, cognitive linguistic, psychophysiological approaches to investigate how metaphor and metonymy are used in advertising.
 - Designed, conducted, and analysed scientific experiments using interviews, surveys, eye-tracking, electro-dermal measurement technology, and quantitative analysis with R and SPSS software
 - Worked collaboratively with advertising and communications agencies
 - Awarded the Birmingham Post’s Partnership of the Year Award (2018) with Big Cat Marketing Agency
- ❖ **Maths, Music, and Metaphor**, University of Birmingham.....2016
 - Research Assistant
 - Investigated verbal and gestural metaphors in primary school maths and music classrooms, and developed methods to analyse data with ELAN software
 - Awarded the Undergraduate Research Scholarship
- ❖ **Perceptions of human rights in newspaper articles**, University of Birmingham.....2016
 - Research Assistant, used NVivo annotation software

GRANTS, PRIZES, & AWARDS

- ❖ **Collaborative Doctoral Award & Doctoral Training Programme**..... 2019–2023
 - £15,0009 per annum for tuition fees and collaborative work during PhD
 - £2,400 per annum to assist collaboration with Big Cat Marketing Agency
- ❖ **Talking Taboos: M4C Dialogue Day**2021
 - £1,578.40 grant from Midlands4Cities Arts and Humanities Research Council
- ❖ **Best PhD Presentation Prize**.....2021
 - Researching and Applying Metaphor (RaAM) conference, sponsored by John Benjamin’s Publishing, €100.00

- ❖ **Research and Development Fund**.....2021
£3,240.00 grant for participant recruitment, Research Development Fund, Midlands4Cities, Arts and Humanities Research Council
- ❖ **UoBe Festival: Just Be, College of Arts and Law Fast Fiction Competition**.....2021
13th place of 64 contestants, on the topic of health and wellbeing
- ❖ **Eff Test Certificate**.....2020
35-hour 13-module online course on how to measure marketing effectiveness, authorised by the Institute of Practitioners in Advertising
£350.00 grant from Engagement Fund, Midlands4Cities, Arts and Humanities Research Council
- ❖ **College of Arts and Law Master’s Level Scholarship**.....2017–2018
£4,195 grant for academic excellence and the tuition for further study from the University of Birmingham
- ❖ **Partnership of the Year Award**.....2018
Awarded for partnership between the University of Birmingham and Big Cat Marketing Agency by Birmingham Post
- ❖ **Research Project Prize**.....2017
Highest marks for Bachelor of Arts dissertation in English Language and Applied Linguistics, value £125.00
- ❖ **Personal Skills Award**.....2017
Critical self-reflection and skills evaluation of employment, volunteering, and extracurricular activities
- ❖ **The Birmingham Project Award & Innovation Category Winner**.....2015
1 week multi-disciplinary team project and winner of Best Product for Innovation for a Smarter Planet category, and awarded a day with IBM's design team

MARKETING & CONFERENCE PRESENTATIONS & POSTERS

Marketing practice talks

- ❖ **Ford, S.** (2022). *How to produce a culturally sensitive campaign for the NHS booster vaccination for the Pakistani community*. Delivered to NHS, August 2022.
- ❖ **Ford, S.** (2022). *Appealing to the West Midlands to take up cycling: Testing concepts for a “Cycling for Everyone” campaign*. Delivered to West Midlands Cycle, April 2022.
- ❖ **Ford, S., Littlemore, J., & Houghton, D.** (2019). *Consumer attitude and behaviour in response to figurative language in a sexual health campaign*. Delivered to Umbrella Health Trust, University Hospital Birmingham, UK, Jan 2019.
- ❖ **Ford, S.** with Littlemore, J., Pérez Sobrino, P., & Houghton, D. (2018-2019). *The impact of cognitive linguistics and figurative on advertising outcomes*. Delivered to advertising executives at McCann HQ, Birmingham.
- ❖ **Ford, S., Littlemore, J., & Houghton, D.** (2018). *Findings from a user evaluation study for rebranding a housing association*. Delivered to Solihull Community Housing, Sept 2018.
- ❖ **Ford, S. & Littlemore, J.** (2018). *Findings from a user-experience eye-tracking study of the RightTrack Learning website*. Delivered to RightTrack Learning, May 2018.

Invited talks

- ❖ **Ford, S. & Woodin, G.** (2020). *Metaphor in language and thought*. English Language Conference for A Level English Language students, Worcester Racecourse, UK, 9th March 2020.
- ❖ **Ford, S.** (2019). *Visual language in advertising: An academic and practitioner perspective*. Birmingham Business School, Marketing BA lecture, University of Birmingham, UK, 30th October 2019.
- ❖ **Ford, S.** (2017). *How do likes and reactions operate as interpersonal politeness strategies when evaluating Facebook status updates posted in 2016?* 10th International Symposium of Politeness (SymPol10), York St. John University, York, UK, 12th-14th July 2017.

Conference presentations

- ❖ **Ford, S.** & Guan, Y. (2022). *Making cross-cultural meaning in educational smartphone app icons with metonymies and metaphors*. Researching and Applying Metaphor (Virtual RaAM), University of Bialystok, Poland, September 2022.
- ❖ **Ford, S.** (2022). *Taking responsibility: The power of figurative communication in sports advertising and its role in tackling social issues of equality and mental health*. M4C Research Festival. University of Nottingham, UK, June 2022.
- ❖ **Ford, S.** (2022). *A whistle-stop tour of my PhD thesis on multimodal figurative communication, creativity, and collaboration*. Language and Cognitive at the University of Birmingham (LACAB), June 2022.
- ❖ **Ford, S.** (2022). *Taking responsibility: The power of figurative communication in sports advertising and its role in tackling social issues of equality and mental health*. Forum for Global Challenges, International Conference Centre, Birmingham, UK, May 2022.
- ❖ Turner, S., Littlemore, J., & **Ford, S.** (2021) *Talking Taboos Dialogue Day: Symposium on language-based research on sensitive topics*, University of Birmingham, UK, September 2021.
- ❖ **Ford, S.** (2021). *Exploring the use and evolution of figurative creativity in health and fitness brands' advertising prior to and during the COVID-crisis*. Researching and Applying Metaphor (Virtual RaAM), Vilnius University, Lithuania, June 2021. Awarded: **Best PhD Presentation Prize**, sponsored by John Benjamin's Publishing.
- ❖ **Ford, S.**, Littlemore, J., & Pérez-Sobrino, P. (2020). *Applying metaphor theory to social advertising: a real world case study*. Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, October 2020.
- ❖ Pérez-Sobrino, P. & **Fords, S.** (2020). *What makes a multimodal metaphor? Rethinking an identification protocol of multimodal metaphor and metonymy in advertising*. Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, October 2020.
- ❖ **Ford, S.**, Littlemore, J., & Houghton, D. (2020). *Applying metaphor theory to social advertising: The impact of metaphor in a sexual health campaign*. M4C Digital Festival. University of Nottingham, UK, July 2020.
- ❖ **Ford, S.**, Littlemore, J., Houghton, D., & Pérez-Sobrino, P. (2020). *Applying metaphor theory to social advertising: A real world case study*. UK Cognitive Linguistics Conference Virtual (Virtual UKCLC). University of Birmingham, UK, July 2020.
- ❖ Littlemore, J., **Ford, S.**, & Pérez-Sobrino, P. (2020). *Exploring multimodal metaphor and metonymy in advertising: Reflections on a collaboration between academics and creative practitioners*. Virtual Researching and Applying Metaphor (Virtual RaAM), Høgskolen i Innlandet, Norway, June 2020.
- ❖ Pérez-Sobrino, P. & **Ford, S.** (2020). *What counts as a multimodal metaphor (and metonymy)? Evolution of inter-rater reliability and agreement within and across seven rounds of adverts annotation*. Virtual Researching and Applying Metaphor (Virtual RaAM), Høgskolen i Innlandet, Norway, June 2020.
- ❖ **Ford, S.** (2019). *Exploring multimodal metaphor and metonymy: Research and reflections on collaboration between academics and practitioners*. PG Tips, University of Birmingham, UK, 15th October 2019.
- ❖ **Ford, S.**, Winter, B., & Littlemore, J. (2019). *The figurative visual language of virtual product design: The semiotics of colour and shape in smartphone app icons*. Metaphor Festival, Universiteit van Amsterdam, Amsterdam, June 2019.
- ❖ **Ford, S.** (2019). *The visual language of virtual product design: The semiotics of colour and shape in smartphone app icons*. Birmingham English Language Postgraduate Conference (BELP), University of Birmingham, UK, April 2019.
- ❖ **Ford, S.**, Pérez-Sobrino, P., & Winter, B. (2018). *"Surf on 4-inch stilettos": Multimodal Metaphor and Metonymy in Mobile Phone Advertising*. Researching and Applying Metaphor (RaAM), Hong Kong Polytechnic University, Hong Kong, June 2018.
- ❖ **Ford, S.**, Pérez-Sobrino, P., & Winter, B. (2018). *"Surf on 4-inch stilettos": Multimodal Metaphor and Metonymy in Mobile Phone Advertising*. Birmingham English Language Postgraduate Conference (BELP), University of Birmingham, UK, April 2018.
- ❖ **Ford, S.** (2017). *How do likes and reactions as interactional features posted on Facebook status updates posted in 2016 extend narrative evaluation?* Undergraduate Linguistics Association of Britain (ULAB). Cambridge University, UK, April 2017.

Poster presentations

- ❖ **Ford, S.** (2018). *“Surf on 4-inch stilettos”*: Multimodal Metaphor and Metonymy in Mobile Phone Advertising. Figurative Language Workshop, University of Nottingham, UK, August 2018.
- ❖ **Ford, S.** (2018). *“The blue-green simplicity of online communication”*: How companies and consumers use design to convey and construe visual messages in communication and social smartphone apps. BAAL Language and New Media Seminar, Open University, Milton Keynes, UK, July 2018.
- ❖ **Ford, S.** (2018). *How companies communicate to consumers using the visual language of smartphone app design*. Postgraduate Research Poster Conference, University of Birmingham, UK, June 2018.

MARKETING & TEACHING

Marketing tutorials

- ❖ **Birmingham-Budapest International Doctoral Seminar**2021
Delivered practical session on identifying cinematic/filmic metaphors in TV commercials at international seminar in partnership with the University of Birmingham and Eötvös Loránd University
- ❖ **Teaching Associate**, Birmingham Business School.....2019
Visual language in advertising: An academic and practitioner perspective, Marketing (BA)

Consultancy

- ❖ **Communications Consultant**, World Federation for Mental Health.....2022-ongoing
Created and designed concept logo to represent World Mental Health Day 2022 “making mental health and well-being for all a global priority”
Co-authored impact report 2022
Continuing to support the World Federation for Mental Health in their communications for World Mental Health Day campaigns
- ❖ **Linguistics Consultant**.....2022
Consultant to the International Chartered Institute of Logistics and Transport (CILT) to redesign the module *Language of Logistics and Transport* for multilingual international learners, optimising tone of voice, multimedia, and interactive assessment techniques and tools. The module was launched worldwide

Teaching positions

- ❖ **PG Tips**, University of Birmingham.....2021-2023
Delivered lecture on how to prepare and present a conference presentation to MA and PhD English Language and Applied Linguistics students, hybrid/blended learning
- ❖ **Teaching Associate**, University of Birmingham..... 2021–2022
Theories of Language module, English Language (BA), hybrid/blended learning
Psychology of Language module, English Language and Applied Linguistics (MA), hybrid/blended
- ❖ **Teaching Associate**, University of Birmingham..... 2017–2019
Creative Practice: Language, English Literature (BA), in person
Mentored English Language (BA) students on eye-tracking experiments and data cleaning in the Linguistics Lab
- ❖ **Mentoring Ambassador**, University of Birmingham..... 2017–2019
Trained students for mentoring scheme, achieved highest student recruitment for 2017 with 429 applications (81 more than 2016)
Tutored Bachelors, Masters, and PhD students on career development and funding applications for Careers Network on “Apply Yourself” programme

- ❖ **Mentor**, University of Birmingham.....2017–2019
Mentored secondary school students on “Forward Thinking” programme, including education opportunities and career development

Training

- ❖ **Introduction to Teaching and Learning Higher Education**.....2022
Received HEFi Horizon Award credited by Higher Education Futures Institute
Trained in teaching and learning in higher education, small group teaching (seminars), assessment and feedback, equality, diversity, and inclusivity (EDI), teaching international students, data protection (GDPR), information safety awareness, health and safety, and fire awareness
- ❖ **Alumni Leadership Mentoring Scheme**, University of Birmingham.....2016– 2017
Received 1-2-1 mentoring with a senior leader and lecturer in linguistics

ADMINISTRATIVE EXPERIENCE

- ❖ **Postgraduate Officer & Conference Organiser**, University of Birmingham.....2020–2021
Co-organiser of Postgraduate Tips (PGTips) group, organising weekly meetings, speakers, and social events
Organised the Birmingham English Language Postgraduate Conference (BELP) 2021, online, with double-blind peer-reviewed abstracts, social media campaign, delegate registration management, programme including keynote speaker and roundtable panel discussion, chair recruitment, and conference host
- ❖ **Conference Assistant**..... 2018–2020
UK Cognitive Linguistics Conference Virtual (UKCLC), University of Birmingham (2020)
Virtual Researching and Applying Metaphor (RaAM), Høgskolen i Innlandet (2020)
Statistics for Linguists Summer School, University of Birmingham (2018-2019)
- ❖ **Co-founder of English Language Society**..... 2015
Undergraduate society, University of Birmingham

PEER REVIEWS

- ❖ Cognitive Psychology, 2023
- ❖ Languages, Texts, and Society, 2021
- ❖ Metaphor and the Social World, 2020
- ❖ Language & Cognition, 2020
- ❖ Birmingham English Language Postgraduate Conference (BELP), 2022
- ❖ Researching and Applying Metaphor Conference (RaAM), 2020

ADDITIONAL QUALIFICATIONS & TRAINING

- ❖ **PRINCE2® Foundation Certificate in Project Management**.....2021
3-day course, certified by ILX Group, funded by Midlands4Cities Arts and Humanities Research Council
- ❖ **Royal Literary Fund and True North**.....2020–2023
All three courses funded by Midlands4Cities Arts and Humanities Research Council
6-day course and residential on writing, Newcastle (2023)
3-day course Thinking Like an Editor, online (2022)
2-day course on writing for first year PhD students, Birmingham City University (2020)

- ❖ **Behavioural Science in Advertising**.....2020
1-day workshop by Richard Shotton on behavioural science theory and research, and its application to advertising
- ❖ **Improving Your Statistical Inferences**, Eindhoven University of Technology.....2020
8 weeks, certificate awarded, for developing statistical and methodological knowledge
- ❖ **Brilliant Club: Teaching Workshp**.....2019
1-day course to learn how to design modules and conduct an engaging teaching session for groups in education and public engagement
- ❖ **Corpus Linguistics Summer School**, University of Birmingham2017 & 2022
5-day course learning corpus linguistics methods and applications to linguistic research
- ❖ **Statistics for Linguists Summer School**, University of Birmingham2018 & 2019
5-day course learning statistical methods, analysis, and use of R programming language for linguistic data
- ❖ **British Sign Language Level 1**.....2018

ACADEMIC MEMBERSHIPS

- ❖ Institute of Practitioners in Advertising (IPA)
- ❖ International Cognitive Linguistics Association (ICLC)
- ❖ Researching and Applying Metaphor (RaAM)
- ❖ UK Cognitive Linguistics Association (UKCLC)
- ❖ British Association for Applied Linguistics (BAAL)
- ❖ HeaLing (health linguistics) Research Group

ICT EXPERIENCE

- ❖ **Microsoft Suite**, Word, PowerPoint, Outlook, Teams, Excel
- ❖ **Zoom video conferencing software**, delivering conferences, webinars, presentations, lectures, seminars, sharing screen, participant management
- ❖ **AntConc**, corpus analysis software for text analysis, concordancing, keywords, N-grams, and collocations
- ❖ **NVivo**, qualitative data analysis computer software package by QSR International
- ❖ **ELAN**, computer software to manually and semi-automatically annotate and transcribe audio or video recordings
- ❖ **R**, statistical computing and graphics by the R Core Team and R Foundation for Statistical Computing
- ❖ **SPSS**, statistical software suite developed by IBM
- ❖ **Canva**, graphic design platform

REFEREES

Available on request