

## **Applying and Evaluating Metaphor Identification Procedures to Commercials**

Led by Samantha Ford (MA), Doctoral Researcher, University of Birmingham

[sxf484@student.bham.ac.uk](mailto:sxf484@student.bham.ac.uk) | [@samanthaford473](https://twitter.com/samanthaford473) | [www.samantha-ford.com](http://www.samantha-ford.com)

In this workshop, I will introduce FILMIP, the Filmic Metaphor Identification Procedure (Bort-Mir, 2019), and C-MIPVA, the Creative Metaphor Identification Procedure for Video Advertisements (Pan & Tay, 2020). I invite delegates to apply it to commercials and to evaluate how they compare, and how they might be best used, or developed, to approach different modes or genres. This workshop will be beneficial to delegates for a number of reasons: (1) to build an awareness of different metaphor identification procedures; (2) to critically evaluate metaphor identification procedures; and (3) to identify metaphor in different modes and genres.

### **References**

- Bort-Mir, L. (2019). *Developing, applying, and testing FILMIP: The Filmic Metaphor Identification Procedure* [Universitat Jaume I]. 10.13140/RG.2.2.18345.03688
- 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.