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RaAM

Introducing our new EC members (pp. 3-6)

A heartfelt THANK YOU goes to our previous EC board. Get to know the current Executive Committee members of RaAM on pages 3-6!

RaAM 16, University of Alcalá, Spain (p. 7)

Metaphor in Public Discourse, 28th-30th June 2023
Call for papers now out! Mark the dates!

The RaAM 'Building Bridges' grant & more (p. 20)

The RaAM 'Building Bridges' grant is designed to help people organize events that will open up the field of metaphor studies to new audiences, including new students, people working in different disciplines, and people working in areas outside academia altogether. Our grants/prizes officer Inés explains how this grant and our existing grants work on pages 20-25.

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



Message from the Chair

It is a huge honour to take up the position of RaAM Chair, following in the very capable footsteps of Kathleen Ahrens! RaAM has never been stronger, and we are entering exciting times as we are finally able to meet face to face again, and once again metaphors abound in the media.

I'm very much looking forward to working with the new RaAM committee:

Dr Sarah Turner:	Secretary
Dr Alan Wallington:	Treasurer
Justyna Wawrzyniuk:	Web Editor
Dr Lorena Bort Mir:	Communications Officer
Dr Inés Lozano:	Grants/Prizes officer
Dr Paula Perez-Sobrino:	Conference Secretary
Dr Sui He:	Newsletter Editor
Caroline Girardi:	Postgraduate Liaison

They will all introduce themselves a bit later on in this Newsletter (pp. 3-6).

I would like to give a huge thanks to Justyna Wawrzyniuk and her team at the University of Bialystok for organizing an amazing RaAM conference, focusing on the social impact of metaphor. It was great to learn about the fascinating cutting-edge research that is being conducted by RaAM members, and listening to the inspirational and encouraging plenary lectures, and of course having plenty of opportunities to catch up socially. All of this was done against the very difficult backdrop of the war and political upheaval, so it was an especially difficult year to be organizing the RaAM conference. Thanks all!

I'm also very excited at the prospect of us all meeting again in June next year in Alcalá de Henares, Spain for the 2023 RaAM conference. The conference will be organized jointly by the Universidad de Alcalá and the Universidad Autónoma de Madrid. The theme will be 'Metaphor in Public Discourse' (very relevant!) More information can be found later in the Newsletter. Huge thanks to the organizing team: M Dolores Porto, Manuela Romano, M^a Angeles Martínez, María Muelas and Silvia Peterssen.

A part of the job that I'm particularly excited about is having the opportunity to share all our brilliant work on metaphor with people outside academia and to take metaphor to new audiences. To this end, I am very excited to announce a new grant: The RaAM 'Building Bridges' grant, which is designed to help people organize events that will open up the field of metaphor studies to new audiences, including new students, people working in different disciplines, and people working in areas outside academia altogether. You can read more about this grant (along with details about and deadlines for our existing grants) in Ines's contribution to the newsletter (p. 20).

And finally, please remember that for RaAM to continue to provide a vibrant environment for researchers to communicate and collaborate, we depend on you. Please keep sending us information about your publications, research projects, conference experiences, and much more for the upcoming Newsletters.

Jeannette Littlemore, Chair of RaAM

Introducing our new EC members

Chair

Jeannette Littlemore



Secretary

Sarah Turner



Conference Secretary
Paula Pérez-Sobrino



Communications Officer
Lorena Bort-Mir



RaAM

Treasurer
Alan Wallington



Newsletter Editor
Sui He



Grants/Prizes Officer
Inés Lozano



Web Editor
Justyna Wawrzyniuk



Postgraduate Liaison
Caroline Girardi Ferrari



Introducing our new EC members



Hi everyone! A few words about me: I work in the Department of English Language and Linguistics at the University of Birmingham. UK, and before that I taught and lectured in Spain, Japan and Belgium. I have been working on metaphor (and metonymy) both alone and in collaboration with numerous colleagues in the RaAM community for many years. I'm particularly interested in the role played by metaphor and metonymy in language education and cross-cultural communication, and in the insights that metaphor analyses can provide into people's emotional lives.

Jeannette Littlemore, Chair



Hello, everyone! I'm absolutely delighted to be serving as the Secretary on the new RaAM EC. For those of you who don't know me, I'm an Assistant Professor in Cognitive Linguistics at Coventry University, UK. My research focuses on the analysis of figurative language production to provide insights into physical, psychological and social experiences, with a current focus on the experience of grief and bereavement. I'm particularly interested in how individuals use metaphorical language in creative ways to help them to understand, conceptualise and communicate their experiences, and how an analysis of such language can be used to inform better care.

Outside the RaAM world, I play the viola in an orchestra, enjoy coffee, whiskey, and red wine (although rarely all at once), and am owned by a very loud cat who will have introduced himself to some of you at previous online RaAM events. I love getting lost in new and beautiful places and I get far too invested in far too many books/video games/podcasts. I can occasionally be found on Twitter @DrSarahLT.

Sarah Turner, Secretary



Hello everybody/ Helo pawb!

I work in the Department Linguistics, English Language and Bilingualism within the larger School of Arts, Culture and Language at Bangor University in North Wales, hence the bilingual salutation although I am a very long way from being a proficient Welsh speaker. I have worked at a number of other universities over the years but I will only mention one, the University of Birmingham, where I worked with John Barnden on the ATT-Meta approach to metaphor.

My main interest is in modelling metaphor and other figurative tropes such as irony. However, I am also very interested in how metaphor can be used in the conveyance of temporal information and how it relates to other means such as tense.

Alan Wallington, Treasurer

Introducing our new EC members



Hi, I'm Paula Pérez-Sobrino. I'm a cognitive linguist at the University of La Rioja (Spain). My work deals with the ways in which metaphor helps or hinders cross-cultural communication. I also enjoy looking at figurative language at the intersection of language, image, and sound, and more generally, how people make sense of everyday creativity (well, and basically anything that helps us understand the way we think, talk, and feel).

Before joining the Modern Languages department at the University of La Rioja (Spain), I have also worked in The Netherlands and the UK. I also collaborate with the Joint Research Centre (European Commission), the Spanish Research Agency, and as supervisor at the Intercultural Linguistics doctoral programme at Eötvös Lóránd University in Budapest.

Paula Pérez-Sobrino, Conference Secretary



My name is Inés Lozano, and I am the new RaAM Grants and Prizes Officer. I am an Assistant Professor of Applied Linguistics at the Polytechnic University of Valencia, in sunny, colourful Spain. My research focuses on irony, metaphor, cognitive modelling, and literary theory. I am also a filmmaker and an analogue photographer (yes, I shoot film, like in the old days!). I'm passionate about anything creative, but especially art and theatre. In my free time I like to write and travel around the world – always carrying a camera, a notebook, and a good fountain pen!

Inés Lozano, Grants/Prizes Officer



Hi RaAMMERS! I am a scholar at the Polytechnic University of Valencia (Spain). My research focuses mainly on the relationship between metaphor, thought, and emotion in multimodal materials. Regarding my teaching duties, I usually apply my experience as an entrepreneur to my classes. I also love graphic design, and in my free time I like being in nature with my family. My motto is *If you can dream it you can do it!*

Lorena Bort-Mir, Communications Officer

Introducing our new EC members



Hi everyone! My name is Justyna and I'm a PhD Candidate from the University of Białystok (Poland). You might recognize me as one of the RaAM15 organizers! It's my second role in the EC - I was RaAM's Postgraduate Liaison before taking over Britta Brugman's role as Web Editor. My research revolves around the figurative language of humor and popular culture: for my dissertation I explore gendered metaphors in female stand-up comedy.

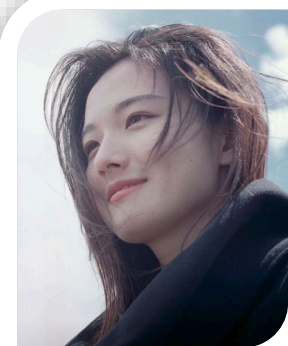
My goal for this term is to keep the website running smoothly, but also to make sure it is responsive and accessible. Keep an eye out for some changes here and there!

Justyna Wawrzyniuk, Web Editor



I am a 2nd year PhD student in Psycholinguistics at Federal University of Rio Grande do Sul, in Brazil. My research focuses on figurative language acquisition, comprehension, and assessment. At my PhD, I aim at standardizing a figurative language comprehension test in Brazilian Portuguese and adapting it to the English language. The test covers four metaphor-related phenomena: metaphors, metonymies, idioms, and proverbs. Besides adapting the test, I plan to explore some of the test's validity evidence and analyze figurative language comprehension and development in Brazilian Portuguese and English native speakers. Designing instruments and studying their psychometric properties are my favorite research activities.

Caroline Girardi Ferrari, Postgraduate Liaison



Hello world! My name is Sui and I am a lecturer in translation and interpreting at Swansea University. Metaphor translation is the sun of my solar system. My PhD project is about metaphor translation in popular science discourse. Since I obtained my doctorate in January 2022, I have been developing my research along this line (very slowly though – life is just so different once one starts working full time).

Although I have mentioned this a couple of times in the previous newsletters, still, I want to thank all the contributors of our newsletters and everybody at RaAM for making our community such a lovely place! So, please keep sending us your news – we would love to hear from you!

Sui He, Newsletter Editor



CALL FOR PAPERS

Metaphor in Public Discourse

28th-30th June 2023

Alcalá de Henares. Spain

Public discourse has a significant impact on all areas of social life. From newspapers and television to social media or advertising campaigns, there is a constant public debate in which citizens, institutions and organizations take part influencing opinions and views on paramount aspects of society, such as health, education, environment, and immigration. Metaphor is pervasive throughout this public discourse (Landau & Keefer 2014, Mussolf 2006, Burgers et al. 2016, Flusberg et al. 2018, among others). Starting from the premise that metaphor is not only one of the most basic human thought-structuring devices, but also, and more importantly, a powerful ideological tool within public debate, shaping public opinions and conceptualizations, RaAM16 will explore the crucial role that it plays in the construction, spread and contestation of specific ideologies, influencing citizens' attitudes and decisions about practical issues on social actions.

Metaphor scholarship keeps growing at the intersection of new modes, genres and technologies in a more and more globalized world. Therefore, RaAM16 welcomes papers that cover all aspects of metaphor research from any disciplinary perspective, and covering a range of data types and methodologies (cross-linguistic, diachronic, multimodal, transmodal, ...). We are particularly interested in papers that explore the role played by metaphor in the public arena. Especially relevant, but not exclusive, topics for the conference are:

- Metaphor in Politics
- Metaphor in News and Media
- Metaphor in Social Networks
- Metaphor in Health Campaigns
- Metaphor in Advertising
- Metaphor in Education
- Metaphor in Religion
- Metaphor in Climate Change
- Metaphor in Institutional & Corporate Discourse
-

Burgers, C., Konijn, E. A., & Steen, G. J. (2016). Figurative framing: Shaping public discourse through metaphor, hyperbole, and irony. *Communication theory*, 26(4), 410-430.

Flusberg, S. J., Matlock, T., & Thibodeau, P. H. (2018). War Metaphors in Public Discourse. *Metaphor and Symbol*, 33(1), 1-18.

Landau, M. J., & Keefer, L. A. (2014). This is like that: Metaphors in public discourse shape attitudes. *Social and Personality Psychology Compass*, 8(8), 463-473.

Musolff, Andreas (2006) Metaphor Scenarios in Public Discourse *Metaphor and Symbol*, 21(1): 23-38

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CALL FOR PAPERS

Metaphor in Public Discourse

28th-30th June 2023

Alcalá de Henares. Spain

Plenary Speakers:

- Andreas Mussolf (University of East Anglia. UK)
- Inés Olza (Universidad de Navarra. Spain)
- Augusto Soares da Silva (Catholic University of Portugal)
- Solange Vereza (Univ. Federal Fluminense. Brazil)

Submission guidelines:

You can participate in RaAM16 in the following modalities:

- Theme sessions: 90/180-minute theme-based panels. Proposals should include the title, explanation of the session(s) and 3-6 abstracts. Individual authors should also submit their abstracts separately for double-blind peer review indicating the title of the theme session in which they are included.
- Paper presentations for the general session (single or multiple authors): 20-minute talk + 5-minute Q&A
- Posters (single or multiple authors)

Abstracts for oral presentations, theme sessions and poster presentations should be completely anonymous, **no longer than 400 words** (excluding references) and should include:

- a title
- clearly articulated research question(s) and/or aims
- the most essential details about research approach, data, and methods
- (preliminary) results
- basic references

You are welcome to submit up to two contributions, but please note that you can only be first author for one of them.

All abstracts (theme sessions, general session papers and posters) will be double-blind peer reviewed by our scientific committee.

For the submission of abstracts, please visit our website: raam16.com



CALL FOR PAPERS

Metaphor in Public Discourse

28th-30th June 2023

Alcalá de Henares. Spain

Pre-conference workshops

We will also host some pre-conference workshops. They are small focused meetings with a limited number of attendants that will take place the day before the main conference. They are intended to provide detailed formation on some metaphor related topics or to discuss critical issues, methods or theories emerging in the field.

Proposals for these are also encouraged and must be sent to the Conference mail raam16@uah.es before **31st January 2023**.

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

Important dates

- 1st December - 31st January - Abstract submission
- 31st January - Workshop proposals
- 31st March - Notification of acceptance
- 1st April -10th May - Registration for presenters
- 1st April - 10th June - Registration for non-presenters
- Final programme - 15th May



16th RaAM
Conference

Universidad de Alcalá
Universidad Autónoma
de Madrid

RaAM15 Report



Białystok 2022

THE SOCIAL IMPACT OF METAPHOR

21-24 September 2022

University of Białystok, Poland

As you already know, this year's RaAM, like the previous one, was also fully online. And even though it was the third consecutive virtual conference, it was a great success! There is a silver lining to online events: this way, more members were able to participate. Almost 230 people from 44 countries could discuss metaphor research during four days filled with workshops, theme sessions, lightning rounds, and more.

This year's theme revolved around the ways metaphor can become a tool and a byproduct of pressing social changes happening around the world. We talked about the climate change, social changes, metaphor in legal discourse and much, much more. Sadly, COVID-19 hasn't left the chat either... That's why we'd like to thank our Plenary Speakers: Kathleen Ahrens (The Hong Kong Polytechnic University), Christian Burgers (University of Amsterdam), Veronika Koller (Lancaster University), and Susan Lee Nacey (Inland Norway University of Applied Sciences) and all authors and participants for making this conference even more meaningful with their thought-provoking, discussion-worthy and glass ceiling-shattering talks.

Aside from research, there were plenty of opportunities to interact and socialize throughout the conference. We hang out during the two-pre conference meetings, had coffee with the Plenary Speakers, used the break-breakout room, and even learned some Polish during the PhD Event.



continue reading on the next page

RaAM15 Report

Traditionally, three prizes were awarded during the conference. This year:

- Anais Augé won the Early Career Researcher Prize
- Laurence de Backer gave the best PhD Conference Presentation
- And Éva Katalina Varga and Katalin Fogarasi presented the best poster.

Congrats, everyone! We're looking forward to your next projects!

Those of you who missed some parts of the conference can already watch the recorded talks. Soon, they will be available to all RaAM members.

Let's keep the discussion going: go to page 12 for a call for papers for a themed issue on the social impact of metaphor published by the Faculty of Philology of the University of Białystok, the organizers of RaAM15.

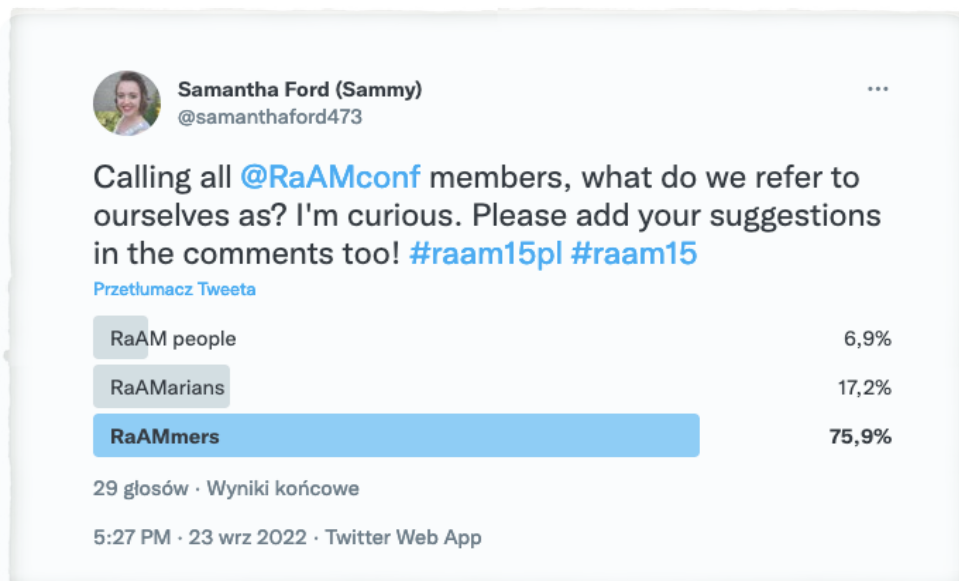
Thank you everyone for participating. We can't wait to thank you, hopefully in person, next year in Spain!

All the best,

RaAM15 Local Organizing Committee

Justyna Wawrzyniuk, Daniel Karczewski, Tomasz Michta, Paweł Dziedziul, Martyna Awier, Agata Rozumko, Edyta Wajda, Patrycja Kownacka and Beata Piecychna

P.S. Mystery solved!





Białystok 2022



Dear Colleagues,

Crossroads. A Journal of English Studies is inviting submissions for a themed issue dedicated to the social impact of metaphor, which is scheduled to be published in the fourth quarter of 2023.

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)

HOW TO SUBMIT A PAPER?

Abstracts of no more than 400 words (including references) should be sent 15th December 2022 in .docx format to the following e-mail address: raam15uwb@gmail.com

It is expected that any paper submitted to the Journal is original and has not been previously published. Notification of acceptance will be sent by 31st December 2022.

Submission deadline for full papers up to 8,000 words (including references) is 31st March 2023. All research articles will undergo double-blind peer review, based on an initial editor screening.

ABOUT THE JOURNAL

Crossroads. A Journal of English Studies is a peer-reviewed, open access online quarterly published by the Faculty of Philology at the University of Białystok. The journal welcomes contributions on all aspects of literary and cultural studies, linguistics (both theoretical and applied), and intercultural communication. The aim of the journal is to provide a forum for interdisciplinary research, inquiry and debate within the area of English studies through the exchange, crisscrossing and intersecting of opinions and diverse views. The electronic version of *Crossroads. A Journal of English Studies* is its primary (referential) version. The journal is indexed in SCOPUS and ERIH PLUS.

Crossroads does not charge any publication fees to authors or their institutions.



Białystok 2022



The Journal's editor-in-chief is prof. Agata Rozumko, and the themed issue will be edited by dr. Daniel Karczewski (University of Białystok, Poland) who were members of the RaAM15 Local Organizing Committee. The issue will be published on the Journal's website in the fourth quarter of 2023. For more information about the journal (including the style sheet), please visit:

<http://www.crossroads.uwb.edu.pl/>

IMPORTANT DATES

21st December 2022 – deadline for abstract submission

31st December 2022 – notification of acceptance

31st March 2023 – deadline for submitting full papers

After the papers receive a positive review, we will proceed with editing, proofreading, and publishing.

PLEASE SEND YOUR QUESTIONS AND SUBMISSIONS TO: raam15uwb@gmail.com

The RaAM 15 event has been fascinating! Insightful. Outstanding. Groundbreaking. A constellation of celebrities has sparked my interest in exploring new galaxies of human thought, with a fresh angle given to the renowned theories. The young stars showed plenty of metaphor potential, while pre-conference workshops shed light on research methods and techniques.

This year I have been granted a bursary because of the war in my country. I appreciate this support and care from the RaAM community. I gave a talk on *A Spiderweb of Human Trafficking: Dimensions and Perceptions* and attended plenary and parallel sessions, which gave me a new direction for development. The sessions on political discourse stroke my chord. It is hard to stay an unbiased researcher after witnessing hot spot events in Bucha and Hostomel, so I refrained from reporting on this. War is not a metaphor, you know..., though I gave due regard to the current social context of my study and enhanced the value of preventing human trafficking among young people under war conditions. Whatever trying times may be, the outstanding moral courage and creativity of the Ukrainian people give rise to novel metaphors for wisdom, resilience, kindness, and dignity. Next year I will bring the collection of trendy metaphors to the annual RaAM conference to show new source domains in perceptions of war and a Ukrainian vibe.

I would like to say my thanks to the University of Białystok for such a warm welcome, energy, and support. My hugs to Justyna! The organizers are true magicians orchestrating this mega-event. With perfect technical provision, ideal timing, and a supportive environment, it's been a seamless process I have been in for those lovely September days. And... as a metaphor lover, I will stay with *RaAM* forever.

Elina Paliichuk

Ph.D., Assistant Professor at Borys Grinchenko Kyiv Metropolitan University, Ukraine



Białystok 2022

Meet the prize winners!

Early Career Researcher Prize Winner: Anaïs Augé



Anaïs Augé is a Research Fellow at the University of Louvain (Belgium), in the Institute of Political Sciences Louvain-Europe (ISPOLE). Her research focuses on the argumentative role of metaphors in climate crisis discourse. This incorporates a variety of approaches to metaphors, notably discourse analysis, psycholinguistics, and intercultural communication. Her projects promote the notion of “climate justice” and its implications in national and international political settings: she investigates how metaphors can improve international dialogues between the Most Affected People and Areas (MAPA) and the “Global North”. Notably, she aims at advancing research methodology by testing citizens’ understanding of metaphorical discourse about the climate crisis, through the scopes of intercultural comm-

unication. Her most recent project has received a grant from the Fonds Spécial de Recherche, she collaborates on the ARC-funded interdisciplinary project [TrUMPo](#), “Tracking the Uses of Populism in Media and Political discourse”, she is also involved in the AHRC-funded project “[Covid-19: between environmental concerns & compliance](#)”, conducted in Bangor University (Wales).

Her winning paper “How visual metaphors can contradict verbal occurrences: A cross-linguistic and multimodal analysis of the imprint of climate change” published in *Metaphor and the Social World*, examines how the lexical and grammatical particularities of different languages prevent a concrete definition of the metaphorical concept “carbon footprint”.

This metaphorical compound is used across discourses to convey a simplified, measurable representation of gas emissions (Nerlich and Hellsten, 2014). The paper demonstrates that different languages have their own ways to qualify the concept in discourse, through the occurrences of different metaphor scenarios (Musolff, 2016), CARBON POLLUTION AS A FOOTPRINT (“Canada and Australia have heavy carbon footprints and a history of sceptical climate policies”), A FINGERPRINT (“The unmistakable fingerprint of extreme weather event”), and AN IMPRINT (“even a simple purchase can leave an invisible carbon imprint”). These differences may eventually impact international dialogues aiming at mitigating the climate crisis at the global level. Visual representations of the concept have thus a significant role to play in addressing global issues such as the climate crisis.

(continue reading on the next page)



Białystok 2022

Meet the prize winners!

Early Career Researcher Prize Winner: Anaïs Augé

The paper focuses on the different implications related to the source concept “BODY PART (foot, finger) + PRINT”. A search on *SketchEngine* (Kilgarriff, 2014) established that the concepts FOOTPRINT and FINGERPRINT were used in very different contexts. The relationship between these concepts and the contexts in which they generally occur (according to the software) helps to identify semantic differences in the metaphors used in climate crisis discourse.

However, in French, the lexical and grammatical particularities of the language prevent a characterisation of the IMPRINT in terms of the BODY PART that left it (“empreinte carbone” or “carbon imprint”). The origin of this IMPRINT differs when the expression is used in general contexts (*SketchEngine*) and in the particular context of climate crisis discourse (French newspapers).

Visual representations of the source concepts can thus significantly ease recipients’ understanding by insisting on the ground of the conceptual mapping and limiting conceptual ambiguity in the use of metaphors in climate crisis discourse.

References

Kilgarriff, A. (2014). *SketchEngine*. <https://www.sketchengine.eu/>

Musolff, A. (2016). *Political metaphor analysis: Discourse and scenarios*. Bloomsbury Academic.

Nerlich, B., & Hellsten, I. (2014). The greenhouse metaphor and the footprint metaphor: Climate change risk assessment and risk management seen through the lens of two prominent metaphors. *Technikfolgenabschätzung: Theorie und Praxis*, 23(2), 27–33.

Read more about the winning paper here:

Augé, Anaïs. (2022). How visual metaphors can contradict verbal occurrences: A cross-linguistic and multimodal analysis of the imprint of climate change, *Metaphor and the Social World*, 12(1), 1-22. <https://doi.org/10.1075/msw.20001.aug>



Białystok 2022

Meet the prize winners!

PhD Presentation Prize Winner: Laurence de Backer

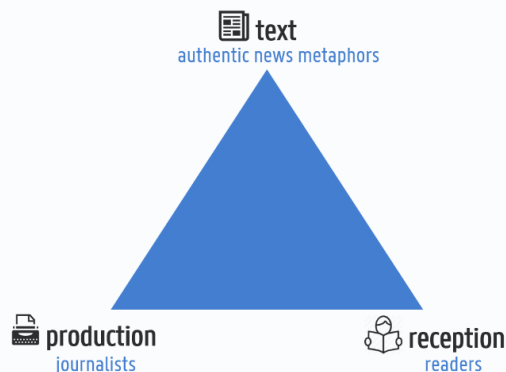
Hello hello fellow RaAMers!

I'm thrilled to be invited to report on my conference presentation, for which I had the honor of receiving the PhD Conference Prize!

As a new face in the RaAM community, allow me to start by briefly introducing myself and my research. My name is **Laurence De Backer**. I'm a first year PhD researcher embedded within the (Hispanic) Linguistics Department at Ghent University (Belgium), with a background in Literature and Linguistics (Ghent University) and Social and Cultural Anthropology (KU Leuven). My 4-year lasting learning journey is funded by the Research Foundation Flanders, and along the way I can count on the support of not only one, but two (!) brilliant supervisors: Prof. Dr. Renata Enghels (main supervisor) and Prof. Dr. Geert Jacobs (co-supervisor). Lucky me!



In a nutshell, my doctoral project tackles the persuasive function of metaphorical language and framing in news media communication. Innovatively, it adopts a holistic orientation, complementing a linguistic focus on media texts with systematic attention to discursive production and reception. As for my empirical case study, I look at the US migration debate surrounding the policy issue known as DACA (Deferred Action for Childhood Arrivals) in the Spanish-language, El Paso-based newspaper El Diario.



Now that you can connect a name and some background information to the face, let me tell you more about the talk I gave at the 15th RaAM conference – entitled: "Metaphorically framing popular dimensions of the migration debate in the news. A variationist, corpus-based discourse analysis of El Diario's coverage of the DACA-question".

(continue reading on the next page)



Białystok 2022

Meet the prize winners!

PhD Presentation Prize Winner: Laurence de Backer

The point of departure for my presentation, for which I drew on preliminary results gathered within the context of my PhD research, was a personal curiosity. Browsing through the vast body of (C)DA/CMA literature on migration metaphors, I observed that existing scholarship has taught us a great deal about the metaphors that structure news coverage of unpopular migration issues (like irregular migration) or questions about which the public feels more ambivalent (such as unaccompanied child migrants). Yet, we know comparatively little about the metaphors used in news stories dealing with highly-popular migration topics. That is, migration topics – including policy issues – that the vast majority of the population feels strongly positive about. This made me want to find out: what metaphors characterize news stories about migration topics which receive sweeping public support? Do the same, or perhaps different, metaphorical patterns stand out?

General aim: to see how the Spanish-language, El Paso-based newspaper El Diario uses metaphor to frame DACA (Deferred Action for Childhood Arrivals), a lenient migration policy issue that is backed by the vast majority of the US population. The guiding questions of my presentation were the following :

1. What are the metaphors used by El Diario to frame the highly-popular US policy issue of DACA?
2. Can we distinguish any type of variation between the El Paso and the Juárez edition?

Did this preview tickle your interest? Request the recording of my presentation to see the whole thing! 😊

If you're still reading this: thank you for your attention! For questions, collaboration-requests, or simply to engage in nerd-talk about all things metaphor: you can reach me via e-mail at laurence.debacker@ugent.be. You can also find me on Twitter: @lgdbacker. Want to know more about my PhD project? Check out my university research page: <https://research.flw.ugent.be/en/projects/not-so-persuasive-potential-metaphorical-language-news-media-communication-framing-latin>.

Looking forward to meeting you all in person at future RaAM meetings!

Cheers,
Laurence



Białystok 2022

Meet the prize winners!

Best Poster Presentation Winner: Éva Katalin Varga and Katalin Fogarasi

Éva Katalin Varga and **Katalin Fogarasi** are researchers and lecturers at the Department of Languages for Specific Purposes, Semmelweis University, Budapest, Hungary.

The researchers' investigation entitled *Metaphors in German and Russian radiographic descriptions of lung alterations caused by COVID-19*. With the onset of the COVID-19 pandemic, scientific articles and guidelines have emerged internationally, presenting the radiological features of COVID-19-induced lung lesions. The first were written in English, but soon descriptions of the typical radiological characteristics also appeared in national language publications.

In medical findings, impressions which are perceived with sensory organs (sight, touch, hearing, and in former times also taste) are often described (Fogarasi 2017, Varga et al 2021). Since imaging techniques ensure two- or three-dimensional imaging, findings in living patients are perceived only visually. The images suggest consistency, structure, patterns, and thickness. To reflect these, metaphors are often used, which - as in pathology and general clinical diagnostics - are derived from everyday sensory experiences. In contrast to conceptual metaphors uncovered in patient utterances (Demjén-Semino 2016), here linguistic metaphors are applied, since the basis for comparison is usually only one visual characteristic.

In English, phenomena familiar from everyday life such as ground glass, crazy paving or tree-in-bud are used as metaphors. These terms were also used earlier for lung lesions, but the use of metaphors referring to previously described alterations has seen an upsurge in frequency during the COVID-19 pandemics.

Terminological manifestations of metaphorical English expressions were analyzed in radiological descriptions of COVID lung with their German and Russian versions. These two languages prefer the use of loan translations (calques) of Latin or English terms in both their anatomical (Varga 2014) and clinical terminology (Varga-Mágoosi 2019). To investigate how the COVID lung metaphors appear in these languages, 20 scientific articles and guidelines were analyzed in Sketch Engine with a focus on radiological descriptions of lungs. Metaphorical expressions with their concordances were collected and compared with the English ones. Afterwards, they were divided into semantic groups.

According to the results, German and Russian physicians often refer to the English expressions for the metaphors; however, an ever-increasing range of translations of the metaphors appears in the national languages, retaining the imagery of the metaphors, even embellishing them or inventing new ones. It can be observed that metaphors help to better know a new phenomenon globally, even in a context where the described object can often only be studied through imaging. Metaphors contribute to knowledge transfer at a very high level, so that they are retained in the national languages as sources of cognition.

(continue reading on the next page)



Białystok 2022

Meet the prize winners!

References

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Éva Katalin Varga teaches Latin medical, dental medical, and pharmaceutical terminology, as well as Russian language for medical purposes. Having graduated in Russian, Latin and French Languages and Literatures as well as General and Applied Linguistics at Eötvös Loránd University, Budapest, Hungary, she has her research activities focused on medical terminology, linguistic motivation, etymology, lexical borrowing, semantics, and historical lexicology. She holds a PhD in Russian linguistics with a special interest on loan translations (calques) in Russian and Hungarian anatomical names. As anatomy is a descriptive science, metaphors play a crucial role when it comes to naming anatomical structures. Anatomical structures have always been figuratively compared to common objects and other artifacts, animals, or parts of animals, as well as natural formations (e.g., a shinbone (tibia) to a whistle, or a muscle (musculus) to a mouse running under the skin). Analysis of authentic medical documents has shown that visuality and metaphorical thinking are inseparable characteristics of medical language, including the clinical medical branches.

Associate professor **Katalin Fogarasi** is Director at the Department of Languages for Specific Purposes at Semmelweis University, Budapest, Hungary. She graduated in German Language and Literature as well as Classical Philology from the University of Pécs and taught Medical Terminology, German and Hungarian at the Department of Languages for Biomedical Purposes and Communication at the Faculty of Medicine, University of Pécs, Hungary until 2018. She holds a PhD in linguistics, with a special focus on medical terminology. Her teaching activities include Medical Greek-Latin Terminology, and German and Hungarian for medical, dental medical and pharmaceutical purposes. She is also supervisor to PhD-candidates doing interprofessional PhD-research.



RaAM Grants and Awards – calls now on!

Grants and awards have for a long time been at the core of the RaAM's values in our effort to contribute to support and foster research in the field of figurative language. This year is bringing many changes to RaAM, from our new Executive Committee to the shiny new website and logo. The RaAM Grants and Awards are also up to something new! This year we will be welcoming applicants for **three** different opportunities. Besides the well-known Early Career Paper Prize and the Research Grant, we have created a brand new grant: the Building Bridges Fund (pp. 20-21), aimed at showcasing existing research on figurative language and establishing new connections within the RaAM community and also with the outside world. This new grant is looking for creative, innovative, ground-breaking minds to rocket their research to the Moon and to reach new audiences and conveying their passion for figurative language. More information about the Research Grant, the Earlier Career Paper Prize, and the Building Bridges Fund can be found [here](#). We look forward to receiving your applications.

Inés Lozano, Grants/Prizes Officer

RaAM Building Bridges Fund

Goal

The goal of the RaAM Building Bridges Fund is to support activities that will lead to the sharing of existing research on all types of figurative language carried out by RaAM members with an emphasis on its scientific, social and economic impact. Activities that are supported by the fund will ideally showcase work conducted by RaAM members to the outside world or help foster relationships with people outside the RaAM community (in sectors outside academia or other disciplines within academia). The work can be the applicant's own research or research that has been conducted within the RaAM community. The fund will also support activities that strengthen connections within the RaAM community (e.g. between early career researchers and more established researchers).

The assessment of the proposals will take into account (1) the strength of the explanation provided for why this bridge needs to be built and why the knowledge sharing needs to take place, (2) the strength of the research underpinning the activity, and (3) the feasibility of the proposed activity (timeline and budget).

The RaAM Building Bridges Fund **does not cover any costs associated to conducting original research** (please refer to the RaAM Research Grant for that) but rather it is meant to facilitate the dissemination of existing research to relevant audiences. Applicants will be allowed to submit proposals for one of these grants / funds only.

continue reading on the next page

RaAM Building Bridges Fund

Requests for funding may include (but are not limited to): expenses associated with the organization of workshops (room booking, catering, speaker fees, transportation for speakers, compensation for time of workshop attendance for external practitioners, etc.), travel to meet people interested in metaphor, talks in schools and other physical dissemination spaces, travel to internships, costs associated with creating podcasts or documentaries, setting up a website, etc.

Requests for funding may not include: research-related costs, attendance to conferences, RaAM memberships, and/or publication costs.

Requirement

The applicant needs to have an active RaAM membership at the application deadline and during the period during which the grant is being carried out and the grant expectations (below) are being fulfilled.

Application deadline

April 30th, 2023

Announcement

Winners to be announced at the conference (June 2023)

Timeframe of research project (1 year)

1 year: July 1st 2023 – July 1st 2024 (possibility of delaying start of the project until September 1st 2023)

Budget

You can apply for up to a maximum of 2000 GBP per project. Lower amounts are acceptable. The total budget available for this round for all projects: 4000 GBP.

Half of the grant will be given to awardees at the start of the project. The remaining grant money must be claimed upon production of receipts within 13 months of the start date with copies of **all the receipts** (for the entire amount awarded) as well as all the expenditures clearly listed in an Excel file, although there can be some flexibility on the timing of payments.

Grant expectations

If you receive this grant, you will be expected to provide:

1. a short news item for the RaAM newsletter prior to the start of the project (June 2023 issue);
2. a short write-up or video for the RaAM newsletter after you have completed the activity (June or October 2024 issue);
3. a three-minute lightning presentation at the RaAM 2024 Annual General Meeting.

How to apply

Please complete the form [here](#). Please follow the word count strictly. Information other than what we request below will not be taken into consideration. If you have any questions, please email us at this address: grants@raam.org.uk.

RaAM Research Grant

Goal

The goal of the RaAM Research Grant project is to promote research on all types of figurative language carried out by RaAM members. We particularly encourage RaAM members to submit research proposals in areas not yet well represented in metaphor research, whether it be geographical areas, certain languages, or research in any area of diversity, equity and inclusivity including gender, race, LGBTQIA studies, etc. The ideal project will be a stand-alone study that can be published as a journal article.

The RaAM Research Grant **does not cover any costs associated to sharing existing research** (please refer to the RaAM Building Bridges Fund for that) but rather it is meant to support the development of original research. Applicants will be allowed to submit proposals for one of these grants / funds only.

Requirement

The principal investigator (PI) needs to have an active RaAM membership at the application deadline and during the period during which the grant is being carried out and the grant expectations (below) are being fulfilled.

Applicants will be allowed to submit proposals for one grant / fund only.

Application deadline

April 30th 2023

Announcement

Winners to be announced at the conference (June 2023)

Timeframe of research project (1 year)

1 year: July 2023 – July 2024 (possibility of delaying start of the project until September 2023)

Budget

You can apply for up to 2000 GBP per project (total budget available for this round for all projects: 4000 GBP).

Requests for funding may include: software, books, e-books, money to pay participants in an offline or online experiment, economy class travel for data collection, daily allowance for room/board for data collection, or expenses related to a dissemination activity that links directly to the research.

Requests for funding may not include: phones, computers, salary for an assistant, attending conferences (note that there are separate bursaries that can be applied for to attend a RaAM conference).

Half of the grant will be given to awardees at the start of the project in July 2023. The remaining grant money must be submitted within 13 months after the start date with copies of **all the receipts** as well as all the expenditures clearly listed in an Excel file. In addition, the below expectations must be fulfilled prior to getting the second half of the grant.

RaAM Research Grant

Grant expectations

If you receive this grant, you will be expected to provide:

1. a short abstract for the RaAM newsletter prior to the start of the project (June 2023);
2. a short write-up or video of the results for the RaAM newsletter after you complete the grant (June or October 2024);
3. a three-minute lightning presentation at the RaAM 2024 Annual General Meeting.

In addition, we encourage the awardees to submit a full abstract to the RaAM 2024 conference. We also request that any output (academic books/articles/chapters or non-academic reports or events) acknowledge the RaAM Research Grant and associated grant number and be reported to the RaAM Executive Committee upon publication.

How to apply

Please complete the form [here](#). Please follow the word count strictly. Information other than what we request below will not be taken into consideration. If you have any questions, please email us at this address: grants@raam.org.uk.

RaAM Early Career Prize

The **RaAM Early Career Research Paper Prize** aims to encourage the production and dissemination of high quality research in the field of metaphor, metonymy, and other forms of figurative expression.

The prize is awarded every conference year for the best research paper published by a researcher who has recently completed a PhD.

The prize for 2023 will be £200 + free RaAM membership until 1st July 2024.

The deadline for submitting a paper is April 30th 2023.

Criteria for the award

The RaAM Early Career Research prize will be awarded for the paper that best demonstrates the following qualities, reflecting the stated aims of the RaAM organisation:

- originality
- rigour in research methodology
- contribution to studies on figurative language
- relevance and significance to a real world context

RaAM Early Career Prize

Eligibility

- Applicants must be paid-up RaAM members.
- Applicants must have been awarded a PhD degree in the 4-year period immediately preceding the RaAM Prize presentation date (or, exceptionally, be enrolled/registered as a PhD student). The date of the PhD award is taken as the date the degree was conferred by the university. For 2023, this is the period 30th April 2019 – April 30th 2023.
- The applicant must be the sole author, or first author having made the major contribution to the paper. If not the sole author, the applicant must include signed statements from the other author(s) Guidance as to what counts as an author and how to establish main authorship could be provided: maybe [this one](#).
- An applicant may submit only one paper in one prize year.
- The paper submitted must be published in a journal or edited collection, and must have been peer-reviewed. It may be published in print or electronically.
- It must be published or in print (or otherwise out in definitive, archived form in the public domain) at the time of application.
- The paper must be centrally concerned with metaphor in real world contexts.
- The paper may be in any language (see below).

Procedure for submitting a paper

- There will be a deadline for applications that will normally be at least two months before the RaAM Conference or Seminar. For 2023, this will be April 30th 2023.
- Applicants must submit their papers to the RaAM Prize Panel through the online application form provided on the RaAM website.
- Each application must be accompanied by:
 - a statement, no longer than 500 words, justifying the claim that the candidate paper meets the Award Criteria of originality, rigour in research methodology, contribution to the field and relevance to real-world context
 - evidence that the applicant and the paper meet the eligibility criteria set out above, i.e. evidence of date of PhD award; evidence of main authorship, if not sole author; evidence of peer review (e.g., link to statement on journal homepage, letter from editor).
- If the paper is not written in English then the applicant must supply a 1000-word abstract in English, and must designate someone prepared to translate the paper if the RaAM Prize Panel requests this.

RaAM Early Career Prize

Judging and Awarding

- A RaAM Prize Panel will be formed at appropriate points by the RaAM Executive Committee, with term-limited membership, and subject to such regulations (e.g., concerning successive membership terms) as will be agreed from time to time by the RaAM Board. The RaAM Prize Panel will be solely responsible for deciding on eligibility and awards.
- The RaAM Executive Committee will take due measures against possible conflicts of interest, and members of the Prize Panel will not be connected to applicants or their PhD process, e.g., as examiner or supervisor.
- Awards will be announced at the end of the 2023 RaAM Conference.

How to apply

Please complete the form [here](#).

Stay tuned! Keeping up with the news!

Facebook: <https://www.facebook.com/groups/100767151851>

Twitter:

RaAM (@RaAM_org): https://twitter.com/RaAM_org

RaAM16 Conference (@RaAMconf): <https://twitter.com/RaAMconf>

Website: <https://www.raam.org.uk/>

Check your membership

To check your membership, please login with your RaAM account [here](#). Next, click on the Subscriptions tab. The expiration date for your membership is shown under the Subscription header.

Problems logging in?

In case you have forgotten your password and/or username, you can request a new password on the login page. A new password will be sent to the email address you registered with RaAM with. This email also contains your username.

If you no longer have access to the email address that you registered with RaAM with, please contact [RaAM's Web Editor](#) to update the email address associated with your RaAM account.



3-year PhD position in Linguistics at the University of Lille

We offer a 3-year PhD position in Linguistics at the University of Lille, France ([Research Lab Savoirs, Textes, Langage](#)) on the topic of metaphor and neologisms. This position is funded by the French Research institution ANR (Agence Nationale de la Recherche) within the framework of a funded research project entitled "Words Fail Me": Naming the Unnamable (project acronym: PERINAT). PERINAT is a collaborative project involving three Universities (Birmingham, Lille, Naples) and it focuses on the discourse on perinatal death. Through the lens of cognitive linguistics and discourse analysis, the PERINAT research team will be observing the metaphors and neologisms used in the narrative of bereaved parents. The project is based on interviews with parents in two neighbouring countries: France and Dutch-speaking Belgium (see section below "PhD research project description" for more details).

We offer:

- A PhD position for 3 years starting March 2023, or latest September 2023.
- A salary and budget to attend conferences and publish papers in open access.
- Opportunities for personal development beyond research including the possibility to contribute to teaching.

Responsibilities:

- Perform fundamental research in linguistics, build a corpus of transcribed interviews in Belgian Dutch and publish contributions in highly-ranked venues.
- Collaborate with the international partners involved in the PERINAT project.
- Carry out some (light) teaching duties if interested, which may include lectures and the organization of student seminars.

Profile:

- You have (or are near completion of) a Master's degree in Linguistics, preferably with some knowledge of metaphor theory and basic skills in IT-applications for linguistic analyses (corpus-analysis, statistics, discourse processing).
- You have good knowledge of Dutch (main focus of the PhD project), an excellent knowledge of English, both spoken and written and working knowledge of French.
- You are good at collaborating with others.
- You work proactively and independently and have good communication skills.
- You are highly motivated, ambitious and result-oriented.

Assets:

- Presentations in peer-reviewed conferences and/or publications in journals in the fields of linguistics.
- Some knowledge in the field of perinatal death in Dutch-speaking Belgium.



3-year PhD position in Linguistics at the University of Lille

Applications:

Applications should be written in English and include a brief cover letter with research interests and vision, a CV (including work experience and publications), and contact information for at least 2 referees. Candidates will be invited for an interview in Lille. Please send you application **by January 12** to: giuditta.Caliendo@univ-lille.fr

State of the art:

The PERINAT project focuses on the discourse on perinatal death and seeks to improve bereaved parents' communication experience by means of the promotion of a set of open and respectful discursive practices that can contribute to the parents' grieving process and their post-traumatic re-integration in society. The study is based on the observation and identification of two linguistic aspects in the narrative of bereaved parents: (i) the metaphorical constructions used by parents when describing key moments at the time of their loss and during their bereavement process; and (ii) the neologisms used by bereaved parents to designate themselves and their babies.

Contact Information: Giuditta Caliendo (giuditta.Caliendo@univ-lille.fr)

Please donate to the RaAM Support Fund!

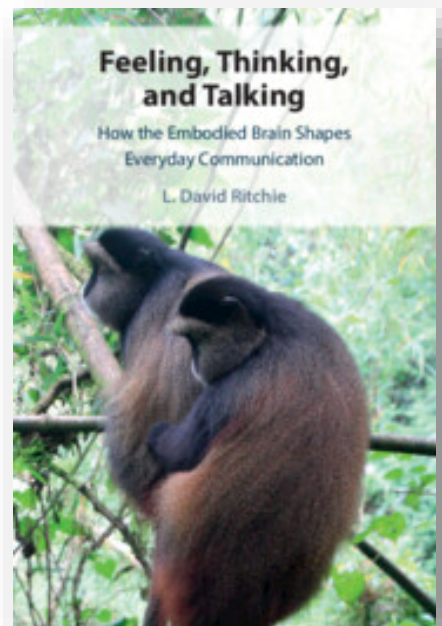
The Support Fund offers a limited number of bursaries for PhD students and non-students to attend RaAM conferences and seminars. Bursaries will be awarded based on economic need, with a special focus on students and non-students from developing countries, and include a fee waiver and/or a subsidy for travel costs.

Donations can be made via the [RaAM website](#).

Recent Publications

Ritchie, L. David. (2022). *Feeling, Thinking, and Talking: How the Embodied Brain Shapes Everyday Communication*. Cambridge University Press. [\[LINK\]](#)

The way the brain, body, and mind interact with social structure to shape communication has so far not received the attention it deserves. This book addresses this gap by providing a novel account of communication as a social, biological and neurological force. Combining theories from communication studies and psycholinguistics, and drawing on biological and evolutionary perspectives, it shows how communication is inherently both biological and social, and that language and the neural systems that support it have evolved in response to a complex social environment. It introduces a clear set of terms based on current research, and illustrates key concepts using real-life examples from everyday conversation - speaking to a number of current debates around the evolutionary and biological basis of language, and the relationship between language, cognition, and environment. Thought provoking and engaging, it will change the way we think about the relationship between communication and cognition.



Piata, Anna, Adriana Gordejuela, and Daniel Alcaraz Carrión. (Eds.) (2022). *Time Representations in the Perspective of Human Creativity*. John Benjamins Publishing Company. [\[LINK\]](#)

In recent years, the study of the conceptualization of time has seen a considerable growth, providing a basis for exploring the cognitive foundation of metaphor. But if metaphorical representations of time are established in the cognitive system, how are they manipulated when humans are engaged in creative expression? This is the question that the present volume addresses, on the assumption that by interrogating creativity, new insights into our understanding of time may be gained. Our view of creativity, which informs the ten chapters that compose this volume, endorses not only the extraordinary instances found in poetry and the arts (cinema, music, graphic novels, etc.), but also its more 'mundane', everyday manifestations that appear in ordinary language use, political discourse, or TV news. Spanning across modalities (verbal, pictorial, auditory, and gestural), the exemplary expressions herein are intended to reflect the richness and diversity vis-à-vis the creativity of time representations while also pointing to the common underpinnings that motivate and constrain creativity.

Recent Publications

Goatly, Andrew. (2022). *Two Dimensions of Meaning: Similarity and Contiguity in Metaphor and Metonymy, Language, Culture, and Ecology*. Routledge. [\[LINK\]](#)

The book takes as its point of departure the notion that similarity and contiguity are fundamental to meaning. It shows how they manifest in oral, literate, print, and internet cultures, in language acquisition, pragmatics, dialogism, classification, the semantics of grammar, literature, and, most centrally, metaphor and metonymy.

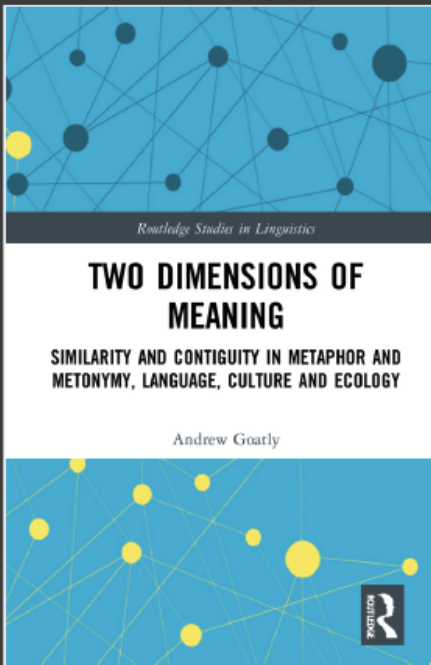
The book situates these reflections on similarity and contiguity in the interplay of language, cognition, culture, and ideology, and within broader debates around such issues as capitalism, biodiversity, and human control over nature. Positing that while similarity-focused systems can be reductive, and have therefore been contested in social science, philosophy, and poetry, and contiguity-based ones might disregard useful statistical and scientific evidence, Andrew Goatly argues for the need for humans to entertain diverse metaphors, models, and languages as ways of understanding and acting on our world. The volume also considers the cognitive connections between the similarity-contiguity duality and the noun-verb distinction.

This innovative volume will appeal to scholars involved in wider debates on meaning, within the fields of cognitive semantics, pragmatics, metaphor and metonymy theory, critical discourse analysis, and the philosophy of language. Equally, the motivated and intelligent general reader, interested in language, philosophy, culture, and ecology, should find the later chapters of the book fascinating, and the earlier technical chapters accessible.

Table of Contents

0. Introduction: the similarity/contiguity distinction and an outline of the book.
1. The two dimensions: similarity and contiguity in metaphor and metonymy
2. The prevalence of metaphor and metonymy and their interplay
3. The Development of Language in two Dimensions of Meaning.
4. Corpus linguistics, collocation and lexical priming
5. The syntagmatic contiguity of metonymy in grammar and narrative.
6. Nouns and noun phrases: the similarity dimension, classification, quantification and commodification.
7. Nouns and the similarity mode: classification, taxonomies, paradigms and measurement in science and mathematics.
8. Resisting noun-based classification and scientific universals in sociology, linguistics, philosophy and poetry
9. Process and interrelatedness in quantum physics and Blackfoot, a language without nouns.
10. Feyerabend and Conquest of abundance: abstraction versus the richness of being
11. Conclusion (1): Evaluating the two dimensions
12. Conclusion (2): interplay, synthesis, and the need for diverse metaphors

→ *Next page for discount code*



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Two Dimensions of Meaning

Similarity and Contiguity in Metaphor and Metonymy, Language, Culture, and Ecology

Andrew Goatly

Series: Routledge Studies in Linguistics

The book takes as its point of departure the notion that similarity and contiguity are fundamental to meaning. It shows how they manifest in oral, literate, print and internet cultures, in language acquisition, pragmatics, dialogism, classification, the semantics of grammar, literature and, most centrally, metaphor and metonymy.

This innovative volume will appeal to scholars involved in wider debates on meaning, within the fields of cognitive semantics, pragmatics, metaphor and metonymy theory, critical discourse analysis, and the philosophy of language. Equally, the motivated and intelligent general reader, interested in language, philosophy, culture and ecology, should find the later chapters of the book fascinating, and the earlier technical chapters accessible.

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Recent Publications

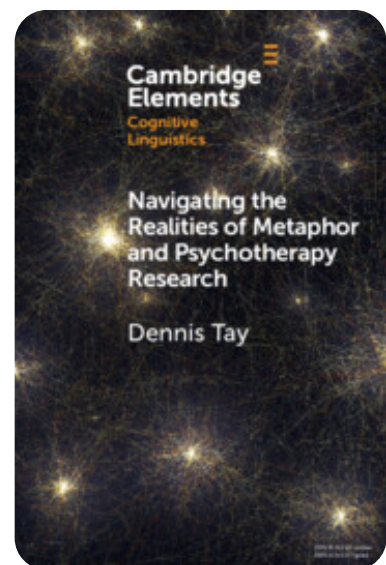
Tay, Dennis. (2022). *Navigating the Realities of Metaphor and Psychotherapy Research*. Cambridge University Press. [\[LINK\]](#)

The 'real-world' commitment of cognitive linguistics is demonstrated by increasingly extensive collaboration between researchers and industry partners. Yet, there has been little critical reflection on the lessons learnt from these collaborative efforts. Beginning researchers may benefit from in-depth discussion of how various practical realities inform, constrain, or otherwise shape important methodological and/or analytic decisions. This Element reflects on long-term collaborative work between a metaphor researcher and psychotherapists, offering practical advice on navigating the latent realities of this type of research. The three foundational components of psychotherapy – the therapist, the client, and the interactional setting itself – are discussed in turn, covering issues like ethically engaging therapists in research design and data analysis, dealing with underexplored variabilities in client responses, and managing the inherent tension between spontaneity and control in an interactional setting like psychotherapy. Some thoughts on how the lessons are transferable to other research contexts are offered.

Table of Contents

1. Introduction
2. Engaging Therapists as Collaborators
3. Modeling Variability in Client Responses
4. Striking a Balance Between Spontaneity and Control
5. Summary

CLICK [HERE](#) FOR THE VIDEO ABSTRACT.



Student matters: An update from the Postgraduate Liaison

Dear Student Members,

I am Caroline Girardi Ferrari and it is a pleasure to be writing this column for the first time, as the elected Postgraduate Liaison. First of all, I would like to thank all RaAM colleagues for participating in the Executive Committee elections, and especially, for supporting me. I am excited to be in this position, and I hope to do a good job and bring our community together even more.



Besides thanking RaAM's community for the opportunity of being in this position, I would like to thank RaAM 15 local organizing committee for the great and insightful conference we had in September. The Student Members event we had, with a Polish class, was fun and cultural, and allowed us to bond some more, even behind our laptop screens and in several time zones. The upcoming student event, at RaAM 16, is expected to be as cool as this previous one. RaAM 16 is taking place at the Universidad de Alcalá, in Spain, in June 2023. I can't wait to meet you all there!

In this issue of RaAM's newsletter, you can read our traditional Metaphor Column with both an established academic and a PhD student. I had the exciting opportunity to interview Prof. Herbert Colston, a Professor at the University of Alberta, Canada, and Samantha Ford, a Cognitive Linguist and Doctoral Researcher (PhD) at the University of Birmingham, UK. Don't miss the opportunity to read the interviews and know more about these great researchers. If you like arts and music, I'm sure you're going to love both interviews! Professor Colston told us about his research experience with metaphors, his ideas for future metaphor studies, and his artistic preferences, and made some nice and insightful thoughts about theoretical and experimental aspects of metaphor. Samantha Ford told us about some of her talents, which include being an experienced musician and a craftswoman, her research experience on metaphors and advertising, and some interesting ideas for future studies. If you feel like studying metaphors and advertising, she also puts together a few tips for future researchers. You can find both interviews on pages 34 and 40.

Our Metaphor Column is always open for new collaborators. If you would like to participate in it, as an established academic or a PhD student, interviewing someone or being interviewed, feel free to contact me! The column is a great place to share and promote your experiences, interests, and works. Besides the Metaphor Column, you can also share and promote your work in our Facebook group, Researching and Applying Metaphor (<https://pt-br.facebook.com/groups/100767151851/>). This is a nice place to

continue reading on the next page

Student matters: An update from the Postgraduate Liaison

connect with the RaAM community and share new opportunities in our area. Your collaborations are always welcome!

Once more, thank you again for the opportunity of being here, as RaAM's Postgraduate Liaison, with such a great team on the Executive Committee. If you have questions, suggestions, commentaries, or ideas, email me at postgrad_liaison@raam.org.uk. I'll be happy to hear your ideas!

Kind regards,

Caroline Girardi Ferrari
RaAM Postgraduate Liaison

Call for Papers: Semmelweis Medical Linguistics Conference 2023

The Department of Languages for Specific Purposes of Semmelweis University is pleased to invite you to the Semmelweis Medical Linguistics Conference taking place on 2-3 June 2023 in Budapest, Hungary. Please find attached the call for papers.

The SMLC2023 is a hybrid conference that will run both fully in-person and fully virtually. It aims to bring together researchers and lecturers who have expertise in healthcare communication including medical translation and interpreting, terminology, pragmatics, artificial intelligence as well as languages for specific purposes.

Important Dates

- Abstract submission: 20 February 2023
- Registration as speaker, poster presenter, participant: 1 April 2023
- Payment deadline: 15 April 2023
- Conference: 2-3 June 2023

For more information, please visit our website: <https://semmelweis.hu/szaknyelv/-en/smlc2023/>

The Metaphor Column

interview by Caroline Girardi Ferrari



M E T A P H O R

Herbert Colston is a Professor in the Department of Linguistics at the University of Alberta, Canada. His research interests include figurativity broadly construed, including its comprehension, usage, and its social and embodied underpinnings. He is Editor-in-Chief of *Metaphor & Symbol* (Taylor & Francis Journal) and co-Editor of *Figurative Thought and Language* (John Benjamins Book Series) with Angeliki Athanasiadou. His most recent book is *How Language Makes Meaning: Embodiment and Conjoined Antonymy* (Cambridge University Press).

Selected new/recent research projects include 1) the social functions of metaphor (and other forms of figurativity), 2) the cognition and functionality of figurative “collages” (e.g., poetry, picture poetry, and other “super figures”), and 3) idioms as the “royal road” to figurative proficiency (in collaboration with colleagues in Austria, Russia, and Italy).

M is for **Metaphor**. Do you have a favorite metaphor? What makes it your favorite?

I like metaphors at both ends of a spectrum of complexity. Very short, pithy, but powerfully meaningful concrete metaphors lying at one end (e.g., “measuring thought is measuring a river”). And more meaningfully gnarled ones residing at the other (“a memory is an echo of an echo”)—the first a quote, and the latter from recent poem, of mine.

I like the jugular quality of the first set—little embodied cold splashes of meaning. The second type can wow a bit like Mandelbrots of meaningfulness, with eddy’s and whirlpools and rapids of meaning whose swirling and circularity are themselves sources of meaning.

E is for **Experience**. Can you tell us about your research experience with metaphors? What has your work in this area involved and what are your most recent findings or insights?

I have always felt fortunate to have been trained in Psychology (Cognitive, specifically, but with exposure writ larger in the discipline), but to now live in a Linguistics department, for I

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can bring many phenomena and processes from the former discipline, to engage figurativity in the latter. Things like contrast and assimilation effects from perception, applied to verbal irony and hyperbole. Or developmental aspects of childhood (i.e., pretend play, attachment theory, etc.) and their application to metaphor. And most recently, to extremely powerful neuro-social needs and motivations and how they drive many aspects of metaphor and figurativity—both in language and more broadly.

My most recent thoughts on this latter matter actually began with a finding from some time ago. People who are fond of, look up to, or otherwise want to get to know, other people, will tend to use more figurative forms of language with those people in certain genres (e.g., gratitude acknowledgements) compared to people with whom they are less socially enamored, where less figurative options are preferred. The figurativity is doing something for those “starry eyed” speakers—it is attempting to service their social needs to connect.

A big interest of mine recently is to deeply explore this connection between social needs and motivations, and the use of metaphor and other figures toward fulfilling these social drives.

T is for Theory. For you, which areas might be explored by future theories on metaphor?

I think we need to dig deeper than what we’ve long taken for granted, in considering a basic structure of metaphor—that of source domains being generally used to enlighten target domains (a big oversimplification here, admittedly, metaphor theories also address bi-directionality, blends, emergent meaning, and many other nuances—but we still like to lean on the idea of SDs helping us out with TDs).

My most recent thinking is that we need to look more fundamentally at the core structure and processes of cognition itself, and seek the roots of metaphor there. Space prohibits more detailed discussion here, but I think metaphor arises from the very core step in cognition of “representing” (however that is done [i.e., abstract cognitive schemata, embodied simulations, etc.]) more than one thing at a time, and the beginnings of metacognition about those two (typically) things.

A is for Arts. We know you are interested in visual arts. Are there recommendations of styles and artists for our readers? Which artistic activities are currently keeping you busy?

There are way too many artists, techniques, media, styles, etc., that I could mention here, so I’ll just pick a tiny sample, as these might pertain to or inspire thinking about metaphor.

I’ve always like Jasper Johns, the American painter brave enough to work in encaustic (like painting with sticky honey). Many of his works, mostly early ones but throughout his career, had a systematic progression to them where some aspect of one work, would form the basis for a later one. And then, so-forth and so-on, in long sequences. In many ways this resembles the reduction idea in metaphor that if concepts are organized metaphorically (i.e., a relatively abstract concept being conceptualized in terms of a more

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concrete one [admitting that not all metaphor works this way], then what is the original metaphor? One answer, of course, being the body or embodied experience (or, deeply entrenched cultural values and practices).

I also love abstract expressionism, particularly works where it seems the artists are just channeling embodied meaning. Hilma af Klimt, the Swedish painter and one of the sadly under-recognized pathbreakers in this regard, preceding most of the far more famous artists in this genre, is a great example of this. Many of her works dazzle with swirling jelly-fish orbs and kites of bilaterally symmetrical forms, as if she is channeling cellular division, origami, and calculus, all at once. I think her art also informs metaphor as it shows fundamentally how our bodies, and their general bilateral symmetry, are at the core of many things (the notion of “opposites”, the preponderance of concepts based on 2, including metaphor [TDs and SDs—why not a metaphoricity based on three or four domains?]). Of course not everything is fully binary this way, nor in any way better nor preferable as such. And in many ways we get into trouble by virtue of our tendency to impose opposition or binary structures, onto things that are more complex than that. But for whatever reason, our cognitive patterns tend in that direction.

I would also mention Canadian artist Matthew Wong in this vein, although his work is less abstract. But he also channels deeply embodied imagery while incorporating elements of Indigenous, Chinese, and other cultures, while touching on an amazing range of still other artistic elements (e.g., pixalism, Van Gogh-esque bright coloring, block-pixels, and starry-moons, landscape touches of the Group of Seven, and an overall seeming simplicity that astounds in its beauty and complexity. His work is a quintessential metaphor of metaphor in that he physically visualizes things in terms of many other things.

And I also adore artists who work in incredibly complex collections of media at once, like John Akomfrah, a video artist (among other things) from Ghana (living and working in England). He uses multiple big screen displays of video and audio, which tell both parallel stories and meta stories, in their unfolding. He also uses the medium mixture to really work with people’s attentional capacities, using motion or something on one screen to pull people’s attention, while other things can be seen in the periphery, and then pulling peoples’ attention to other screens, all while interweaving an awe-inspiring tapestry of metaphor and many other meaning-making mechanisms. It doesn’t get much richer than this. I love this work for it displays how some forms of figurativity and figurative blends (with other things in place as well), can take metaphor and figurativity to new levels (but, in some ways, higher levels which we’ve always aspired to, if we think of ceremonial practices, dances, elaborate rituals, costumes and other adornments, theatre, narrativity & song around campfires, etc., all the ways we’ve always performed complex multi-modal and multi-channel metaphor).

P is for Pragmatic effects. Many of your studies shed light on the importance of pragmatic effects on language comprehension. Can you give us a brief overview of this and explain where does metaphor come in?

Many disciplines studying language and its processing/comprehension/interpretation have often cleft language into some kind of decoding phase, and then a later phase of application, to context, etc., so that all sorts of ramifications may (or may not) then be

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computed. Sort of like solving some explicit code (like Morse code with sequences of shorter and longer bits of tapped or electronic sounds representing letters to spell words and messages), followed then by an assessment of what the message means more broadly (i.e., first solving the Morse code message: *t h e d a m b r o k e* , and then realizing the consequences—get to high ground fast!!). In real human language reception, something like these separated processes must occur, but they aren't nearly as separated nor as independent as the example suggests.

That said, we can look toward one end or the other of the continuum, or toward one direction or another in the three dimensional space, of created-signal versus arrived-upon meaning, and see something. That “something”, toward the broader meaningful pragmatic range of things, arising from linguistic usage, is what I've been referring to as pragmatic effects. This may all sound circular, or dissatisfying. And I've admittedly been reluctant to attempt a much tighter definition of PEs in the past. This is because, frankly, I don't think one is possible. Our language just isn't up to that job—it already has to rely on a bit of faith just to work as is—an unwritten social contract of meaning, if you will. If we try to impose our cherished and wishful beliefs about some purported objective tightness of linguistic meaning, onto linguistic meaning itself, that would be like trying to bail out a leaking boat with a colander, in my mind.

But there are, nonetheless, meaningful things that seem to arise when (during and after) people encounter language (figurative and otherwise), and these things aren't just simple, semantic and pragmatic elaborations from encapsulated, pure, semantic meaning. They are both part of that semantic/pragmatic meaning, but also involve much bigger stuff.

People are amused by some language, put off by other bits. They find profound or very moving meaning in some parts, banality in others. They gain a feeling of now understanding something from one explanation, but less so, another. They like the speaker of some words, but not that speaker using other words, nor a different speaker using the first words. They are moved and persuaded by some talk, put off by others. We do all the messy human things we do when we receive some bit of language, and it is those things that I refer to when I call something a “pragmatic effect”. There's a “there” there, but language isn't good at specifying what that “there” is. Indeed, this is the hallmark of metaphorical/figurative language, as evidenced in this tautology—it gets a meaning across, by not pinpointing what that meaning is. Like a shadowy silhouette.

H is for Herbert Colston. Who is Herbert Colston outside the academic context? What are your interests apart from metaphor studies?

I like to create. One of my favorite toys I had as a child was an old plastic bucket filled with what I called my “little stuff”. Just a collection of odd bits of household and garage junk that I just adored playing with. I'd dump these contents onto the floor, and then just sit and make whatever came to mind out of the random bits. I'd spend hours doing this.

Today, as an adult, I still like to make things. I've made half the furniture in my house. My walls and garden are covered with art I've made, in all kinds of media from proper

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oils on canvases to bas reliefs made from old closet doors and copper-sheet construction-material termite barriers. I've used beach rocks and Thinset (for adhering tile), sand and house paint, hockey pucks and fishing lures, bent found and purchased metal of all kinds, all as materials in artworks. I made my daughter end-tables from old wooden Coca Cola crates, a spray booth in my studio from my old dishwasher, and abstract sculptures from beach-eroded construction bricks.

But lately, my creative outlet has been mostly through writing poetry. I started in January 2019, and have written I estimate 1100 or 1200 since. They started as a creative outlet, then morphed into a form of pandemic therapy, and continue now as more of an exploration into where this means of expression can go. Sometimes I've made as many as three or four a day. Most of these are picture poems of some sort, with pronounced visual components. These started as relatively simple shaped texts. They've evolved into using many kinds of imagematic components including embedded photographs and other images.

I especially like ones I've made from photographs provided by fellow artists, as they bring sort of a chaotic random quality to the works. They also pose a unique challenge for creating something meaningful, as one artist's creation is being inspired by and builds upon that of another (I must give nod to Carina Rasse in this endeavor, a colleague whose photography skills are brilliant and whose photographs appear in a number such of co-created works).

I especially like these latter works when they're made into a series (multiple poems from the same core image) because of the multi-creator input, how the images and texts can riff off one another and interact in other ways, and how meaningfulness can emerge from the span of works. So they have the capacity to create many derivative layers of meanings.

O is for Outcomes. Thinking about your career so far, what are some of your strongest outcomes?

I was very proud of my 2019 book, *How Language Makes Meaning: Embodiment and Conjoined Antonymy*. It was not only a pouring out of content I saw as important and interesting in terms of how to look broadly at the structure of language and how we work with it, but I was able to invest some of my creative urge into it as well.

I'm hoping I have it in me to do something like that book again, on other topics that I think also can help us re-think how we think about language.

R is for Recommendations. In your talk at RaAM 15, you brought some insights about metaphors as a social gift of meaning. Having this in mind, what would you recommend for metaphor researchers? What should we pay more attention to when studying metaphors?

I've likened the deep social underpinnings of metaphor and all forms of figurative language to "yummy little goodies (of meaning) that we give as gifts to other people" (among many other social functions of figurativity). We are not simply, as language

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users, processing modules that just happen to be attached to a person. Rather, we are people first, with all our complexities, emotions, social drives, and conundrums along with all our raw physiological stuff. And all of that “Psychological” content is negotiated through the currency of language, with figurativity being the gold coinage. I think we need to better recognize that language is bent toward the service of those human things, rather than just being a mathematical-esque code for communicating semantic meaning. It of course does do the latter, but our disciplines have tended to focus more on modern “traffic laws, rules, vehicle types, and infrastructure”, rather than on the core idea that “traffic” exists to move us and our stuff around—and why language conducts that movement.

Professor Herbert Colston
Interview by Caroline Girardi Ferrari

The
Metaphor
Column



***Dynamism in Metaphor and Beyond (2022)*, edited by Herbert L. Colston, Teenie Matlock, and Gerard J. Steen.**

The last half century witnessed an upheaval in scientific investigation of human meaning-making and meaning-sharing. *Dynamism in Metaphor and Beyond*, is offered as a snapshot of the status of this multidisciplinary endeavor—a peak under the umbrella of what Cognitive Linguistics, Psycholinguistics, Figurative Language Studies and related fields have morphed into. This volume honors Raymond W. Gibbs, who played no small role in this upheaval.

The themes and insights emerging from the chapters (i.e., among others, a need for account integration, a new appreciation of the dynamic nature of figurative [and all] meaning-making, a need for continued broadening of the communicative techniques in our studied topics, greater attention to emotion, a deepened appreciation of social motivations and psychological processes involved, etc.) may guide us in our continued grappling with meaning-making and meaning-sharing, via metaphor, through figurative language, and via other communicative phenomena associated with them.

Link: <https://doi.org/10.1075/milcc.9>

The Metaphor Column

interview by Caroline Girardi Ferrari



M E T A P H O R

Samantha Ford is a Cognitive Linguist and Doctoral Researcher (PhD) at the University of Birmingham (UK) in the Department of English Language and Applied Linguistics. Samantha collaborates with organizations and practitioners to study the use and impact of figurative and multimodal communication in advertising campaigns for mental, physical, and sexual health, focusing on creative metaphor and its effect on people's attitudes and behaviors. Samantha has a funded Collaborative Doctoral Award from the Arts and Humanities Research Council (AHRC).

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M is for **Metaphor**. Following the traditions left by the previous PG Liaisons, let's start with the most special question. Do you have a favorite metaphor? What makes it your favorite?

The metaphors I work with are so diverse and creative that I am continuously surprised and delighted at their construction and use, so it is hard to choose a favorite metaphor. But in a sexual health campaign I worked on advocating STI testing that used metaphor and humor, one of the headlines was 'Having some fun with his custard factory?' where the Custard Factory is a pun for a landmark in Birmingham, a UK city in which the campaign was launched. People seem to like this one...

E is for **Entertainment**. Besides studying metaphors, what else do you like to do? What motivates you outside of academic activities?

When I was isolated with COVID-19, I tried out a craft hobby called needle felting. Needle felting involves sculpting wool using barbed needles. It is a very mindful activity and I love it. I have created many things including flowers, fairies, dormice, and a robin, and my latest venture is a Christmas pudding. I have even run some workshops with friends making bees and raising money for the Save The Bees charity. Guess what my friends and family are having for Christmas!

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T is for **Talent**. How did you find your talent to study metaphors in marketing and advertising? Can you tell us about your experience in finding this research theme?

I am a creative person – writing poetry, doing craft, playing music – but I am also fascinated by things that can have multiple interpretations and what that may say about how your mind works. When I analyzed print advertising in my first year Undergraduate degree in English Language, the use of figurative communication and its meaning sparked much debate. I love that metaphor can mean different things to different people, but also that it can unite us through a common understanding. Learning from my supervisors Professor Jeannette Littlemore and Dr Bodo Winter, I have analyzed multimodal metaphor and metonymy in mobile phone advertising for my undergraduate dissertation and the figurative meaning of smartphone app icons for my Masters by Research thesis. For my PhD, I am looking at how metaphor is used in health advertising and how this may affect our attitudes and behaviors. It is my hope to understand how metaphor can be used for good and help improve people’s lives by encouraging them to talk about important issues such as mental health and to feel confident in seeking the treatments they need.

A is for **Advertising**. Your main research field is metaphors in advertising and marketing. How do you think metaphors may contribute to advertising campaigns? Should both metaphor researchers and advertising professionals be more aware of the impacts of metaphors in this field?

Metaphor enables us to talk about something that may be a difficult or sensitive (such as mental or sexual health) in a way that is more palatable or less embarrassing. Metaphor can be really useful for organizations such as sexual health clinics, awareness campaigns on disease and mental health, to communicate this important information in a way that is received in a way is beneficial people’s lives.

There is increasing research showing that metaphor can make a difference in how we feel and act; it can be a very powerful resource. Yet there is still so much to learn. In my experience, metaphor researchers and advertising professionals can work together successfully to study metaphor, measure its impact, and to help make society better and healthier. For example, I have worked on a project where the use of metaphor and humor in a sexual health campaign increased the uptake of sexual transmitted infection tests by 50%, of which 10% tested positive, meaning that an additional 778 STIs (including HIV) were diagnosed and treated as a result of the campaign.

P is for **Product design**. Your master’s thesis is named *The Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons*. How is metaphor related to it? Could you briefly explain the relationship between metaphor usage, technology, and advertising, according to your research outcomes?

Metaphor is a kind of semiotic system, in that metaphor works by comparing something (a sign) to something else that is unrelated to it (another sign). Through this process, it

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constructs a message (signified), a transference of information from one domain to another; in the context of advertising, metaphor usually highlights something desirable about the product (such as an app) or its function. Metaphor can operate across multiple modes, and in smartphone app icons it can be signaled through even the simplest of visual cues: the combinations of colors and shapes. For example, the color red in the icon of an app for exercise routines can be a bodily-based metaphor whereby the color red is compared to exercise (or rather the effect of exercise, which is an ‘effect for cause’ metonymy); when we exercise, blood rushes to the surface of our skin and we turn red. The metaphor signals the app’s function, and as more exercise apps use this color it becomes a form of color coding for the app genre so that these apps can be recognized at a glance. The communicative power of metaphor should never be underestimated, even in the most confined of visual spaces!

H is for Horn. Besides having the talent to be an excellent academic, we know you also hold some musical skills. Following your media publications, we found out that you’re a horn player in some bands. Can you tell us about this talent of yours? When did you start playing it? Is music part of your career?

I started playing the Eb Tenor Horn when I was 10 years old (16 years ago!). I play in a brass band that entertains in concert and enters competitions. Performing alongside friends and family in the band is a great way to unwind from studying for my PhD, and it is very much a hobby. There are some great metaphor-in-music studies out there that are quite fascinating, so I might be inspired! Recently, I performed my first solo from memory at a contest and won Best Soloist, which is something I never thought I would do. Having a supportive team around you, just like the research community RaAM is for metaphor researchers, makes a big difference in what you believe to be possible to achieve. I am so grateful for the RaAM and banding communities I have!

O is for Others. Thinking about future studies, are there other metaphor-related topics that interest you? Can you think about metaphor-related gaps or insights that your research experience brought to you?

I want to delve more deeply into how we use figurative language to talk about and think about health conditions and social issues, be that mental health, sex, homelessness, etc. I strongly believe that language (and more specifically figurative language) can be a bridge that connects people with each other. Metaphor is an amazing resource that can bring people together and enable them to communicate with one another with empathy. I believe we need to tap into this more to help improve society and individuals’ lives, and so I would like to further explore this area.

R is for Recommendations. What would you recommend for metaphor researchers that would like to study similar topics as yours? Links between figurativeness, multimodality, marketing, and advertising are recent in research. What are your tips for people to get into it?

The first thing for any academic embarking on a new topic is to read the existing research. Some key texts include *Multimodal metaphor and metonymy in advertising* by Pérez Sobrino (2017) and *Unpacking creativity: The power of figurative communication*

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in advertising by Pérez-Sobrino, Littlemore, and Ford (yes, this is me!) (2021), and references therein. Simply looking at advertising with a critical eye is a good place to start training to analyze this material. I have also found working with different organizations and advertising practitioners an invaluable informative experience in learning to understand the processes and decisions behind creating campaigns, and studying figurativeness in advertising through a combination of controlled tests, and analyzing campaigns in the ‘wild’ and the public’s reactions to them.

Samantha Ford
Interview by Caroline Girardi Ferrari

The
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Event news!

Conference: Discourse, Authority and Manipulation in Multimodal Perspective (DAMMP 2023)

16th-17th March 2023

University of Lorraine (Nancy, France)

For more information, please visit: <https://idea.univ-lorraine.fr/activit%C3%A9s-recherche/dammp-discourse-authority-and-manipulation-multimodal-perspective>.

Online workshop: Political Language in Motion

28th January 2023

Aristotle University of Thessaloniki, School of English

Keynote speakers:

Dr. Andreas Musolff, University of East Anglia

Dr. Veronika Koller, Lancaster University

Dr. Anaïs Augé, University of Louvain, Institute of Political Sciences Louvain-Europe (ISPOLE)

The workshop will take place via **Zoom**. **Fees: free.**

The full call for paper is available here: https://www.enl.auth.gr/tclr/cfp_political_2023.pdf.