

Samantha Ford

- Email: samanthaford473@gmail.com •
- Website: samantha-ford.com •
- Twitter: [@samanthaford473](https://twitter.com/samanthaford473) • LinkedIn: [samanthaford473](https://www.linkedin.com/in/samanthaford473) •

Personal Profile

- PhD student in English Language and Applied Linguistics at the University of Birmingham (2019-2023) with a Collaborative Doctoral Award funded by Midlands4Cities, Arts and Humanities Research Council (M4C AHRC)
- Cognitive Linguist researching multimodal figurative language and health advertising in collaboration with [Big Cat Agency](#)

Education

PhD, English Language & Linguistics, University of Birmingham, Sept 2019 – Sept 2023

- Thesis: *The creativity of figurative messaging in advertising: a collaborative investigation into its application and measurement of success in real-world advertising campaigns*
- Funding: Collaborative Doctoral Award with [Big Cat Agency](#) funded by [Midlands4Cities Arts and Humanities Research Council \(M4C AHRC\)](#)
- Supervision: Professor Jeannette Littlemore (lead) and Dr Bodo Winter (co-)

Masters by Research, English Language & Applied Linguistics, University of Birmingham, Sept 2017 – Jan 2019

- Thesis: *The Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons*, no corrections
- Funding: College of Arts and Law Master's Level Scholarship, University of Birmingham
- Supervision: Dr Bodo Winter (lead) and Professor Jeannette Littlemore (co-)

Bachelor of Arts, English Language, University of Birmingham, Sept 2014 – July 2017

- First class honours and [Research Project Prize](#)
- Dissertation: *Multimodal Metaphor and Metonymy and the Figurative Complexity of Mobile Phone Advertising: A Comparison Between Mobile Phone Manufacturer and Network Provider Advertisements*
- Supervision: Dr Bodo Winter
- Modules (first class): Language and New Media (85%, top 1% of the year), Research Skills (85%), Sociolinguistics (85%), Grammar (80%), and Psycholinguistics (78%)

Monmouth Comprehensive School, Sept 2017 – June 2014

A Levels: A*-B; Welsh Baccalaureate Advanced Diploma

- 11 GCSEs: A*-As; Merit in ICT Aida

Monographs

- Pérez-Sobrino, P., Littlemore, J., & **Ford, S.** (in press). *Unpacking Creativity: The power of figurative communication in advertising*. Cambridge: Cambridge University Press.

Journal Article Publications

- **Ford, S.**, Littlemore, J., & Houghton, D. (in press). Got a Spark with Brook? Engaging consumers in a sexual health campaign through the use of creative (metaphorical) double entendres. *Metaphor and Symbol*.
- Pérez-Sobrino, P. & **Ford, S.** (in preparation). What counts as a multimodal metaphor (and metonymy)? Evolution of inter-rater reliability and agreement within and across seven rounds of adverts annotation. Special issue.
- **Ford, S.** & Fuoli, M. (in preparation). Conceptualising (dis)trust in brand logos.
- **Ford, S.** & Guan, Y. (in preparation). Metaphor and metonymy in app design: A comparison between UK and Chinese smartphone app icons.

Other Publications

- Big Cat Agency, & **Ford, S.** (2020). Understanding and reacting to changing consumer behaviour for health & fitness brands. *Creative Brief*. Available from: <https://www.creativebrief.com/agency/big-cat/insights/understanding-changing-consumer-behaviour-health-fitness-wellbeing>.
- **Ford, S.** (2020). Identifying the behavioural habits of gym-goers to inform an emotional 'hook' in advertising. *Creative Brief*. Available from: <https://www.creativebrief.com/agency/big-cat/insights/identifying-behavioural-habits-gym-goers-inform-emotional-hook-advertising>.
- **Of Strong Mind: A Poem to Music** (*published*), in collaboration with Darren Gibson (MMus) and Tom Davoren (MMus). Full text and performance available [here](#)

Peer-reviewing Experience

- *Journal of Metaphor and the Social World*, External Reviewer, September 2020
- *Journal of Language and Cognition*, External Reviewer, July 2020
- *Researching and Applying Metaphor Conference*, Expert Panel Reviewer, June 2020

Engagement Experience

PG Tips, University of Birmingham, Oct 2020 – Present

- Working in collaboration with Stephen Appleton to run weekly group sessions for postgraduate researchers in the English Language and Linguistics department
- Communicating with members, and facilitating student presentations for peer feedback, guest speakers, and social events

Mentoring Scheme Ambassador, University of Birmingham, Sept – April 2018

- Promoted Mentoring Scheme and Careers Network services at open days, career fairs, pop-up events, and online, engaging with current, prospective students, and parents
- Presented induction sessions to train and prepare students for scheme commencement
- Received highest recruitment with 429 applications for 2017 (81 more than 2016)

Invited talks

- **Ford, S.** & Woodin, G. (2020). *Metaphor in language and thought*. English Language Conference for A Level English Language students, Worcester Racecourse, UK, 9th March 2020. **Guest co-speaker.**
- **Ford, S.** (2019). *Visual language in advertising: An academic and practitioner perspective*. Birmingham Business School, Marketing BA lecture, University of Birmingham, UK, 30th October 2019. **Guest speaker.**

Conferences (Presented)

- Pérez-Sobrino, P., Littlemore, J., & **Ford, S.** (2020). *Spiderman or devil horns? Exploring the reception of multimodal (polysemiotic) metonymies in advertising by global audiences*. 12th International Conference of the Spanish Cognitive Linguistics Association (AELCO), University of La Rioja, Spain, 1st-4th September 2021. **Oral presentation.**
- Littlemore, J., Pérez-Sobrino, P., & **Ford, S.** (2020). *"PPE in PPE" What is meant by creative metonymy?* 12th International Conference of the Spanish Cognitive Linguistics Association (AELCO), University of La Rioja, Spain, 1st-4th September 2021. **Oral presentation.**
- **Ford, S.** (2021). *Exploring the use and evolution of figurative creativity in health and fitness brands' advertising prior to and during the COVID-crisis*. Researching and Applying Metaphor (Virtual RaAM), Vilnius University, Lithuania, 23rd-26th June 2021. **Virtual oral presentation.**
- **Ford, S.**, Littlemore, J., & Pérez-Sobrino, P. (2020). *Applying metaphor theory to social advertising: a real world case study*. 5th International Virtual Conference on Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, 29th-31st October 2020. **Virtual oral presentation.**
- Pérez-Sobrino, P. & **Fords, S.** (2020). *What makes a multimodal metaphor? Rethinking an identification protocol of multimodal metaphor and metonymy in advertising*. 5th International Virtual Conference on Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, 29th-31st October 2020. **Virtual oral presentation.**
- **Ford, S.**, Littlemore, J., & Houghton, D. (2020). *Applying metaphor theory to social advertising: The impact of metaphor in a sexual health campaign*. M4C Digital Festival. University of Nottingham, UK, 13th -14th July 2020. **Virtual oral presentation.**
- **Ford, S.**, Littlemore, J., Houghton, D., & Pérez-Sobrino, P. (2020). *Applying metaphor theory to social advertising: A real world case study*. UK Cognitive Linguistics Conference Virtual (Virtual UKCLC). University of Birmingham, UK, 25th-29th July 2020. **Virtual oral presentation.**
- Littlemore, J., **Ford, S.**, & Pérez-Sobrino, P. (2020). *Exploring multimodal metaphor and metonymy in advertising: Reflections on a collaboration between academics and creative practitioners*. Virtual Researching and Applying Metaphor (Virtual RaAM), INN's Faculty of Education, Hamar, Norway, 18th -21st June 2020. **Virtual oral presentation.**
- Pérez-Sobrino, P. & **Ford, S.** (2020). *What counts as a multimodal metaphor (and metonymy)? Evolution of inter-rater reliability and agreement within and across seven rounds of adverts annotation*. Virtual Researching and Applying Metaphor (Virtual RaAM), INN's Faculty of Education, Hamar, Norway, 18th -21st June 2020. **Virtual oral presentation.**
- **Ford, S.**, Winter, B., & Littlemore, J. (2019). *The figurative visual language of virtual product design: The semiotics of colour and shape in smartphone app icons*. Metaphor Festival, Universiteit van Amsterdam, Amsterdam, 27th-30th June 2018. **Oral presentation.**
- **Ford, S.** (2019). *The visual language of virtual product design: The semiotics of colour and shape in smartphone app icons*. Birmingham English Language Postgraduate Conference (BELP), University of Birmingham, UK, 6th April 2019. **Oral presentation.**

- **Ford, S., Pérez-Sobrino, P., & Winter, B. (2018).** *“Surf on 4-inch stilettos”: Multimodal Metaphor and Metonymy in Mobile Phone Advertising.* Researching and Applying Metaphor (RaAM), Hong Kong Polytechnic University, Hong Kong, 27th-30th June 2018. **Oral presentation.**
- **Ford, S. (2018).** *How companies communicate to consumers using the visual language of smartphone app design.* Postgraduate Research Poster Conference, University of Birmingham, UK, 13th June 2018. **Poster presentation.**
- **Ford, S., Pérez-Sobrino, P., & Winter, B. (2018).** *“Surf on 4-inch stilettos”: Multimodal Metaphor and Metonymy in Mobile Phone Advertising.* Birmingham English Language Postgraduate Conference (BELP), University of Birmingham, UK, 6th April 2018. **Oral presentation.**
- **Ford, S. (2017).** *How do likes and reactions operate as interpersonal politeness strategies when evaluating Facebook status updates posted in 2016?* 10th International Symposium of Politeness (SymPol10), York St. John University, York, UK, 12th-14th July 2017. **Oral presentation by invitation.**
- **Ford, S. (2017).** *How do likes and reactions as interactional features posted on Facebook status updates posted in 2016 extend narrative evaluation?* Undergraduate Linguistics Association of Britain (ULAB). Cambridge University, UK, 7th-9th April 2017. **Oral presentation.**

Conferences (Attended)

- **King’s College Open Science Research Conference, 11th June 2020**
- **ReproducibiliTEA Virtual Meeting: How can ECRs influence research culture and integrity? 29th May 2020**
- **Statistics for Linguists Summer School, University of Birmingham, 17th-21st June 2019;** Attended as Events Ambassador and delegate
- **Creative Power of Metaphor, University of Oxford, UK, 29th-30th March 2019**
- **Statistics for Linguists Summer School, University of Birmingham, 4th-8th June 2018;** Attended as Events Ambassador and delegate, learning about statistical analysis using R software and coding
- **Colour and Form in the Disordered Mind, University of Birmingham, UK, 3rd-4th May 2018**
- **Cognitive Approaches to Language in Education, University of Glasgow, UK, 18th-19th January 2018;** Contributed to *Maths, Music, and Metaphor* presentation by Professor Jeannette Littlemore through UGRS (Undergraduate Research Scholarship)
- **Corpus Linguistics Summer School, University of Birmingham, UK, 17th-21st July 2017;** Attended as Events Ambassador and delegate, working with corpus software including 'R', CPQ, WordSmith, and Notepad++ to create macro commands

Workshops and Seminars (Presented)

- **Ford, S. (2021).** *Identifying metaphor in commercials: a hands-on practical session.* Birmingham-Budapest International Doctoral Seminar, University of Birmingham, UK and Eötvös Loránd University, Budapest, Hungary, 21st April 2021. **Virtual workshop.**
- **Ford, S. (2021).** *Preparing a conference presentation.* PG Tips, University of Birmingham, UK, 9th March 2021. **Virtual oral presentation.**
- **Ford, S. (2019).** *Exploring multimodal metaphor and metonymy: Research and reflections on collaboration between academics and practitioners.* PG Tips, University of Birmingham, UK, 15th October 2019. **Oral presentation.**

- **Ford, S.** (2018). *“Surf on 4-inch stilettos”: Multimodal Metaphor and Metonymy in Mobile Phone Advertising*. Figurative Language Workshop, University of Nottingham, UK, 9th August 2018. **Poster.**
- **Ford, S.** (2018). *“The blue-green simplicity of online communication”: How companies and consumers use design to convey and construe visual messages in communication and social smartphone apps*. BAAL Language and New Media Seminar, Open University, Milton Keynes, UK, 19th July 2018. **Poster.**

Workshops and Seminars (Attended)

- Behavioural Science in Advertising, Richard Shotton, 30th September 2020
- ReproducibiliTEA Virtual Meeting: How can ECRs influence research culture and integrity?, University of Surrey, UK, 29th May 2020
- Storytelling Workshop: Public speaking and engagement of academic research, 8th February 2020
- Literary Fund Writing Workshop, 19th-20th February 2020
- Midlands4Cities DTP Teaching Workshop, Brilliant Club, 6th December 2019
- University of Birmingham Public Engagement Day, UK, 7th April 2018
- Language, Social Media, and Migration, University of Birmingham, UK, 2nd February 2018
- Everyday Creativity and Communication, University of Birmingham, UK, 7th September 2017

Chairing and conference assistance

- UK Cognitive Linguistics Conference Virtual (Virtual UKCLC), University of Birmingham, UK, 25th-29th July 2020. **Chair.**
- Virtual Researching and Applying Metaphor Conference (Virtual RaAM), INN's Faculty of Education, Hamar, Norway, 18th-21st June 2020. **Technical assistant.**
- Statistics for Linguists Summer School, University of Birmingham, UK, 17th-21st June 2019 & 4th-8th June 2018. **Events ambassador.**

Teaching Experience

Teaching Associate, University of Birmingham, October 2018 – June 2019

- Taught: *Creative Practice: Language* module and marked assignments

Teaching Associate, University of Birmingham, October 2017 – June 2018

- Mentored undergraduate students in completing experiments for course credit
- Operated eye-tracking software and equipment in Linguistics Lab

‘Apply Yourself’ Peer Presenter, University of Birmingham, September 2017 – May 2018

- Delivered 30 minute presentations for Careers Network on topics including writing a CV, application forms, interview skills, and applying for further study and funding to students
- Promoted Careers Network services at open days, careers fairs, pop-up events, and online, engaging with current, prospective students, and parents

Forward Thinking Outreach Mentor, Four Dwellings Academy, October 2015 – March 2016

- Discussed higher education opportunities and potential career pathways with pupils
- Adapted planned sessions for group and one-to-one interaction with pupils
- Established mentees' current skills to form realistic career and skills development goals

Research Experience

Research Associate for EMMA Project, University of Birmingham, February 2018 – July 2020

- [EMMA project](#) (Exploring Multimodal Metaphor in Advertising) applies theories of figurative linguistics to advertising campaigns and measures campaign success
- Agencies: [Big Cat Agency](#) & [McCann](#)
- Award: Birmingham Post's *Partnership of the Year 2018*, with [press](#).

- Role: Designed, conducted, and analysed multiple scientific experiments using eye-tracking, electro-dermal measurement technology, focus groups, interviews, surveys, and quantitative analysis with R and SPSS software

Content Analysis Coder, University of Birmingham, September – December 2017

- Coded perceptions of human rights in newspaper articles using NVivo software

Research Assistant for EMMA Project, University of Birmingham, October 2016

- [EMMA-658079: a Mari S. Curie project](#) (Exploring Multimodal Metaphor in Advertising)
- Role: Transcribed participant responses to multimodal advertisements

Undergraduate Research Scholarship, University of Birmingham, June – July 2016

- Project: [Maths, Music, and Metaphor](#) in language and gesture in primary school mathematics classrooms
- Developed methods to analyse data with ELAN annotative transcription software

Funding

Research Development Fund (RDF), Midlands4Cities, Arts and Humanities Research Council (M4C AHRC), February 2021

- Awarded £3,240.00 to recruit participants for study on metaphor memorability

Engagement Fund (EF), Midlands4Cities, Arts and Humanities Research Council (M4C AHRC), January 2020

- Awarded £350.00 to take exam for the Eff Test Certificate qualification

Midlands4Cities, Arts and Humanities Research Council (M4C AHRC), September 2019 – September 2023

- Awarded £15,009 per annum, £4,327 for tuition fees, £550 per annum additional stipend to engage with industrial partner to investigate doctoral research

Impactful Research Fund, College of Arts and Law, and College of Social Sciences, University of Birmingham, September 2018 – September 2019

- Awarded £23,500 to extend collaborative impact project between University of Birmingham and [Big Cat Marketing Communications Agency](#)

Impactful Research Fund, University of Birmingham, February – September 2018

- Awarded £6,000 for University of Birmingham linguists to collaborate with [Big Cat Marketing Communications Agency](#), and serve as a research assistant for the project

College of Arts and Law Master's Level Scholarship, September 2017

- Awarded £4,195 for academic excellence and the tuition for further study

Awards and Achievements

UoBe Festival: Just Be, College of Arts and Law Fast Fiction Competition, February 2021

- Awarded 13th place of 64 contestants

Improving your statistical inferences, November 2020

- Grade 93% for 8-week online non-credit course authorised by Eindhoven University of Technology and offered through [Coursera](#)

Eff Test Certificate, March 2020

- Passed 35-hour 13-module online course on how to measure marketing effectiveness, authorised by the [Institute of Practitioners in Advertising](#)

Birmingham Post Partnership of the Year, October 2018

- Awarded for collaboration between Big Cat Marketing Communications Agency and the University of Birmingham; press from [Jewellery Quarter News](#) and [University of Birmingham](#)

British Sign Language (BSL), Level 1, September 2017 – August 2018

- Full marks for first exam 101 and passed overall qualification

English Language and Applied Linguistics Research Project Prize, July 2017

- Highest marks for Bachelor of Arts Dissertation module and Research Skills module researching figurative language in mobile phone advertisements (dissertation), and in company taglines (Research Skills).

Personal Skills Award (Advanced), March 2017

- Demonstrated critical self-reflection and evaluation of skills development in extracurricular activities, volunteering, and part-time employment

The Birmingham Project, June 2015

- Proposed winning idea with multi-disciplinary team in 'best product for innovation for a smarter planet' category, receiving a day with IBM's design team

Press

-
- **University of Birmingham** (2019). [*What's new in the world of creativity? The experts have spoken.*](#) 11th October 2019.
 - **University of Birmingham** (2019). [*EMMA ads for Umbrella Health launched across the city.*](#) 9th October 2019.
 - **Big Cat Agency** (2019). [*Let's talk about sex, baby.*](#)
 - **University of Birmingham** (2019). [*The role of metaphor in sexual health advertising and branding.*](#) 1st October 2019.
 - **Big Cat Agency** (2018). [*Visionary collaboration between Big Cat Agency and university academics scoops leading award.*](#) 2nd November 2018.
 - **Researching and Applying Metaphor (RaAM) Newsletter** (2018). [*RaAM News, Nr. 23, The Association for Researching and Applying Metaphor.*](#) November 2018.
 - **Birmingham Post** (2018). [*Birmingham Post Business Awards 2018 – Winners' Gallery.*](#) 2nd November 2018.
 - **University of Birmingham** (2018). [*University of Birmingham's Big Cat Partnership gets the cream.*](#) 2nd November 2018.
 - **Jewellery Quarter News** (2018). [*JQ agency Big Cat up for Birmingham Post Business Awards.*](#) 30th October 2018.
 - **Big Cat Agency** (2018). [*Big Cat Agency Announce Collaboration with University of Birmingham to Explore how Audiences Respond to Advertising.*](#) 19th April 2018.
 - **University of Birmingham** (2018). [*Collaboration with Big Cat Agency.*](#) 9th April 2018.
 - **Business Birmingham** (2018). [*Big Cat Agency announce collaboration with University of Birmingham to explore how audiences respond to advertising.*](#) February 2018.

Professional Memberships

UK Cognitive Linguistics Association	<i>January 2020 – Present</i>
ReproducibiliTEA Club (for Open Science)	<i>April 2020 – Present</i>
Language and Cognition, University of Birmingham	<i>October 2019 – Present</i>
Researching and Applying Metaphor (RaAM)	<i>January 2018 – Present</i>

Testimonials

-
- *"Samantha has delivered some excellent conference presentations, and has also written a paper for the top journal in the field (Metaphor and Symbol). She has displayed exceptional citizenship in the research community both in the UK and internationally."* – Professor Jeannette Littlemore, Senior Lecturer in English Language and Linguistics, University of Birmingham (UK), and Samantha's PhD Supervisor, Mid-year review, 2021.
 - *"Working side by side and closely with such a promising student, Samantha, it was actually a really wonderful experience. Thanks to Samantha's help, we were able to transcribe all the data we had at the time; we had a lot of hours of recording. And thanks to her help, we were able to put them together to annotate it."* - Dr Paula Pérez-Sobrino, Lecturer in Modern

Philologies (English), Universidad de La Rioja (Spain), Undergraduate Research Scholarship project Maths, Music, and Metaphor, 2016.

References available on request
