

# Samantha Ford

---

- Email: [samanthaford473@gmail.com](mailto:samanthaford473@gmail.com) •
- Website: [samantha-ford.com](http://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 Bacalaureate Advanced Diploma
- 11 GCSEs: A\*-As; Merit in ICT Aida

## Monographs

---

- Pérez-Sobrino, P., Littlemore, J., & **Ford, S.** (2021). *Unpacking Creativity: The power of figurative communication in advertising*. Cambridge: Cambridge University Press.

## Chapters in edited volume

---

- **Ford, S.** & Littlemore, J. (in press, 2022). Exploring the impact of figurative communication and advertising: Reflections on a collaboration between linguistics researchers and a Midlands-based marketing agency. [Pre-print available](#).
- Houghton, D., Littlemore, J., **Ford, S.**, Harfield, C. and Marder, B. (in press 2022). What drives emotion and physiological arousal in adverts? The critical role of figurative operations, In A. Athanasiadou and H. Colston, *Figurativity and Human Ecology*. Figurative Language and Thought Series, Amsterdam: John Benjamins.

## Journal Article Publications

---

- **Ford, S.**, Littlemore, J., & Houghton, D. (2021). Got a Spark with Brook? Engaging consumers in a sexual health campaign through the use of creative (metaphorical) double entendres. *Metaphor and Symbol*. DOI: [10.1080/10926488.2021.1913740](https://doi.org/10.1080/10926488.2021.1913740).
- 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. *Metaphor and the Social World*, 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

---

- *Birmingham English Language Postgraduate Conference* (x4), Reviewer, April 2022
- *Journal of Languages, Texts, and Society* (x1), External Reviewer, December 2021
- *Journal of Metaphor and the Social World* (x1), External Reviewer, September 2020
- *Journal of Language and Cognition* (x1), External Reviewer, July 2020
- *Researching and Applying Metaphor Conference*, Expert Panel Reviewer, June 2020

## Engagement Experience

---

### PG Tips, University of Birmingham, Oct 2020 – May 2021

- 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, 9<sup>th</sup> 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, 30<sup>th</sup> October 2019. **Guest speaker.**
- **Ford, S.** (2017). *How do likes and reactions operate as interpersonal politeness strategies when evaluating Facebook status updates posted in 2016?* 10<sup>th</sup> International Symposium of Politeness (SymPol10), York St. John University, York, UK, 12<sup>th</sup>-14<sup>th</sup> July 2017. **Oral presentation.**

## **Conferences (Presented)**

---

- **Ford, S.** (2022). *Taking responsibility: The power of figurative communication in sports advertising and its role in tackling social issues of equality and mental health*. Forum for Global Challenges, University of Birmingham, UK, 3<sup>rd</sup>-5<sup>th</sup> May 2022. **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, 23<sup>rd</sup>-26<sup>th</sup> June 2021. **Virtual oral presentation.** **Won: Best PhD Presentation Prize, sponsored by John Benjamin's Publishing.**
- **Ford, S.**, Littlemore, J., & Pérez-Sobrino, P. (2020). *Applying metaphor theory to social advertising: a real world case study*. 5<sup>th</sup> International Virtual Conference on Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, 29<sup>th</sup>-31<sup>st</sup> 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*. 5<sup>th</sup> International Virtual Conference on Figurative Thought and Language (Virtual FTL5), Sofia University, Bulgaria, 29<sup>th</sup>-31<sup>st</sup> 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, 13<sup>th</sup> -14<sup>th</sup> 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, 25<sup>th</sup>-29<sup>th</sup> 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, 18<sup>th</sup> -21<sup>st</sup> 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, 18<sup>th</sup>-21<sup>st</sup> 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, 27<sup>th</sup>-30<sup>th</sup> 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, 6<sup>th</sup> 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, 27<sup>th</sup>-30<sup>th</sup> 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, 13<sup>th</sup> 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, 6<sup>th</sup> April 2018. **Oral presentation.**
- **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, 7<sup>th</sup>-9<sup>th</sup> April 2017. **Oral presentation.**

## **Conferences (Attended)**

---

- **Birmingham English Language Postgraduate Conference**, 29<sup>th</sup> April 2022
- **King's College Open Science Research Conference**, 11<sup>th</sup> June 2020
- **Statistics for Linguists Summer School, University of Birmingham**, 17<sup>th</sup>-21<sup>st</sup> June 2019; Attended as Events Ambassador and delegate
- **Creative Power of Metaphor, University of Oxford, UK**, 29<sup>th</sup>-30<sup>th</sup> March 2019
- **Statistics for Linguists Summer School, University of Birmingham**, 4<sup>th</sup>-8<sup>th</sup> 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**, 3<sup>rd</sup>-4<sup>th</sup> May 2018
- **Cognitive Approaches to Language in Education, University of Glasgow, UK**, 18<sup>th</sup>-19<sup>th</sup> 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**, 17<sup>th</sup>-21<sup>st</sup> 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, 21<sup>st</sup> April 2021. **Virtual workshop.**
- **Ford, S.** (2021). *Preparing a conference presentation*. PG Tips, University of Birmingham, UK, 9<sup>th</sup> March 2021 and 17<sup>th</sup> March 2022. **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, 15<sup>th</sup> 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, 9<sup>th</sup> 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, 19<sup>th</sup> July 2018. **Poster.**

## Workshops and Seminars (Attended)

---

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

## Chairing and conference assistance

---

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

## Teaching Experience

---

Also see [Workshops](#)

**Teaching Associate, University of Birmingham, September 2021 – January 2022**

- Taught Theories of Language module for English Language (BA) undergraduates, and marked assignments

**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**

---

**HEFi Horizon Award, Higher Education Futures Institute, April 2022**

- ILT001: Introduction to Learning and Teaching in Higher Education
- ILT003: Small Group Teaching (Seminars)
- ILT004: Principles of Assessment and Feedback
- ILT006: Inclusive Teaching
- ILT009: Teaching International Students

**PRINCE2 Foundation Certificate in Project Management by ILX, December 2021**

**Best PhD Presentation Prize at Research and Applying Metaphor Conference 2021, sponsored by John Benjamin's Publishing, June 2021**

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

- Awarded 13<sup>th</sup> 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](#). 11<sup>th</sup> October 2019.
- **University of Birmingham** (2019). [EMMA ads for Umbrella Health launched across the city](#). 9<sup>th</sup> 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](#). 1<sup>st</sup> October 2019.
- **Big Cat Agency** (2018). [Visionary collaboration between Big Cat Agency and university academics scoops leading award](#). 2<sup>nd</sup> 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](#). 2<sup>nd</sup> November 2018.
- **University of Birmingham** (2018). [University of Birmingham's Big Cat Partnership gets the cream](#). 2<sup>nd</sup> November 2018.
- **Jewellery Quarter News** (2018). [IQ agency Big Cat up for Birmingham Post Business Awards](#). 30<sup>th</sup> October 2018.
- **Big Cat Agency** (2018). [Big Cat Agency Announce Collaboration with University of Birmingham to Explore how Audiences Respond to Advertising](#). 19<sup>th</sup> April 2018.
- **University of Birmingham** (2018). [Collaboration with Big Cat Agency](#). 9<sup>th</sup> 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

HeaLing (health linguistics)	July 2020 – Present
UK Cognitive Linguistics Association	January 2020 – Present
PG Tips (postgraduate)	September 2020 – Present
ReproducibiliTEA Club (for Open Science)	April 2020 – Present
Language and Cognition, University of Birmingham	October 2019 – Present
Association for Researching and Applying Metaphor (RaAM)	January 2018 – Present

## Testimonials

- *“Samantha did a superb job as PhD student rep in English Language and Linguistics. She held this role during 2020 and 2021, the core of the Covid 19 pandemic. And, at a time when many of us were limiting our activities to the essentials, she invented new ways of doing pretty much everything that the role usually involves, and more; organising regular seminars, social events, and, with incredible success, a PhD conference. Samantha’s work over the year was really central to bringing our PhD students – from all over the world – together academically and socially, and I have no doubt that their work, and their experience of the year as a whole, benefitted from all that she did. As Head of Department, I am extremely grateful to Samantha, and I know that other members of staff and students are too.”* – Dr Joe Spencer-Bennett, Head of Department of English Language and Linguistics, PG Tips
- *“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**

---