

Samantha Ford

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Personal Profile

- Doctoral researcher in English Language and Linguistics (2019-2023) funded by Midlands4Cities Arts and Humanities Research Council (M4C AHRC), investigating figurative creativity (metaphor) in advertising in collaboration with [Big Cat Agency](#)
- Interested in pursuing an academic career specialising in cognitive linguistics, multimodal figurative language, advertising, social media, and technology

Education

University of Birmingham, PhD, English Language and Linguistics

September 2019 – September 2023

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

University of Birmingham, Master's by Research, English Language & Applied Linguistics

September 2017 – January 2019

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

University of Birmingham, Undergraduate, English Language

September 2014 – July 2017

- Graduated with first class honours and *Research Project Prize* for dissertation
- Dissertation (first class): *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 receiving a first class grade: Language and New Media (85%, top 1% of the year), Research Skills (85%), Sociolinguistics (85%), Grammar (80%), and Psycholinguistics (78%)

Monmouth Comprehensive School

September 2007 – June 2014

- A Levels: English Literature (A*), English Language (B), Music (B), and Welsh Baccalaureate Advanced Diploma
- 11 GCSEs: A*-As including English Language (A*), English Literature (A), Mathematics (A) and Statistics (A). Merit in ICT Aida.

Research Experience

Research Associate, University of Birmingham

February 2018 – Present

- Awarded Birmingham Post's *Partnership of the Year 2018* with press from [Jewellery Quarter News](#) and [University of Birmingham](#)
- Liaised with [Big Cat Agency](#) in a collaborative project EMMA (Exploring Multimodal Metaphor in Advertising) that applies theories of figurative linguistics to advertising campaigns and measure campaign success, with press from [Birmingham Business](#) and [University of Birmingham](#)
- Designed and conducted multiple scientific experiments of advertising and campaigns with clients and members of the public using eye-tracking, electro-dermal measurement technology, participant observation, interviews, surveys, and quantitative analysis with R and SPSS software
- Delivered results in reports and presentations to Big Cat and clients, and discussed the implementation of figurative messaging and campaign impact in business and society

Content Analysis Coder, University of Birmingham

September – December 2017

- Coded newspaper articles using NVivo software to investigate perceptions of human rights in the media

Research Assistant for EMMA Project, University of Birmingham

October 2016

- Worked with Professor Jeannette Littlemore and Dr Pérez-Sobrino on Exploring Multimodal Metaphor (and Metonymy) in Advertising ([EMMA-658079: a Mari S. Curie project](#))
- Transcribed participant responses to multimodal advertisements with accurate attention to detail and keen listening skills
- Attended subsequent networking events and workshops, including *Examining Language in Business* at the University of Birmingham Business Club, and Everyday Creativity and Communication Workshop

Undergraduate Research Scholarship, University of Birmingham

June – July 2016

- Contributed to the design of methodological protocols, and investigated the linguistic and gestural use of metaphor in primary school mathematics classrooms
- Experienced with ELAN annotative transcription software

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, and 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

Engagement Experience

Mentoring Scheme Ambassador, University of Birmingham *September – April 2018*

- Promoted Mentoring Scheme and Careers Network services at open days, career fairs, and 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)

Publications and Projects

Of Strong Mind: A Poem to Music (*published*), in collaboration with Darren Gibson (MMus) and Tom Davoren (MMus). Full text and performance available [here](#)

Unpacking Creativity: The role of figurative communication in advertising (in preparation) in collaboration with Professor Jeannette Littlemore and Dr Paula Pérez-Sobrino

Identifying Multimodal Metaphor in Advertising (*in preparation*) in collaboration with Dr Paula Pérez-Sobrino

The Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons (*in preparation*) in collaboration with Dr Bodo Winter and Professor Jeannette Littlemore

Multimodal Metaphor and Metonymy and the Figurative Complexity of Mobile Phone Advertising: A Comparison Between Mobile Phone Manufacturer and Network Provider

Advertisements (*in preparation*) in collaboration with Dr Paula Pérez-Sobrino and Dr Bodo Winter

Conferences (Presented)

Metaphor Festival

27th-30th June 2018, Universiteit van Amsterdam, Amsterdam

Oral presentation: *The Figurative Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons*

Birmingham English Language Postgraduate Conference (BELP)

6th April 2019, University of Birmingham, UK

Oral presentation: *The Visual Language of Virtual Product Design: The Semiotics of Colour and Shape in Smartphone App Icons*

Researching and Applying Metaphor (RaAM)

27th-30th June 2018, Hong Kong Polytechnic University, Hong Kong

Oral presentation: '“Surf on 4-inch stilettos”: Multimodal Metaphor and Metonymy in Mobile Phone Advertising'

Postgraduate Research Poster Conference

13th June 2018, University of Birmingham

Poster presentation: 'How companies communicate to consumers using the visual language of smartphone app design'

Birmingham English Language Postgraduate Conference (BELP)

6th April 2018, University of Birmingham, UK

Oral presentation: '“Surf on 4-inch stilettos”: Multimodal Metaphor and Metonymy in Mobile Phone Advertising'

10th International Symposium of Politeness (SymPol10)

12th-14th July 2017, York St John University, York,

Oral presentation: 'How do likes and reactions operate as interpersonal politeness strategies when evaluating Facebook status updates posted in 2016?'

Undergraduate Linguistics Association of Britain (ULAB)

7th-9th April 2017, Cambridge University

Oral presentation: 'How do likes and reactions as interactional features posted on Facebook status updates posted in 2016 extend narrative evaluation?'

Conferences (Attended)

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)

Figurative Language Workshop, University of Nottingham, UK

9th August 2018

Poster: *"Surf on 4-inch stilettos": Multimodal Metaphor and Metonymy in Mobile Phone Advertising*

BAAL Language and New Media Seminar, Open University, Milton Keynes, UK

19th July 2018

Oral presentation: *"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*

Workshops and Seminars (Attended)

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

Funding

Midlands 4 Cities, 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

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](#)

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

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

Awarded full marks for first exam 101 and passed overall qualification

English Language and Applied Linguistics Research Project Prize

July 2017

Achieved highest marks for Dissertation module at year 3 and Research Skills module at year 2 of undergraduate degree that researched the figurative language in mobile phone brand and network advertisements (dissertation), and in company taglines (Research Skills).

Personal Skills Award (Advanced)

March 2017

Engaged in extracurricular activities, volunteering, and part-time employment during undergraduate degree and demonstrated critical self-reflection and evaluation of skills development.

The Birmingham Project

June 2015

Proposed winning idea to create an interactive, narrative, museum tour guide with multi-disciplinary team in 'best product for innovation for a smarter planet' category, resulting in a day with IBM's design team.

Professional Memberships

Researching and Applying Metaphor (RaAM)

January 2018 – Present

British Association of Applied Linguistics (BAAL)

December 2016 – Present

References available on request
