

# Samantha Ford

---

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

## Personal Profile

---

- Master's by Research in English Language and Applied Linguistics (2019) with scholarship researching the visual language of smartphone app icons
- First class Bachelor's (Hons) in English Language (2017)
- Interested in pursuing an academic career specialising in cognitive linguistics, specifically 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](#)

**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

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

**Applying Figurative Theory to Advertising Campaigns: A Collaboration Between Academics and Advertising Agency** (*in preparation*) in collaboration with Professor Jeannette Littlemore, Dr Paula Pérez-Sobrino, Dr David Houghton, and the [Big Cat Agency](#)

## Conferences (Presented)

---

### **Metaphor Festival**

*27<sup>th</sup>-30<sup>th</sup> 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)**

*6<sup>th</sup> 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)**

*27<sup>th</sup>-30<sup>th</sup> 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**

*13<sup>th</sup> 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)**

*6<sup>th</sup> 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)**

*12<sup>th</sup>-14<sup>th</sup> 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)**

*7<sup>th</sup>-9<sup>th</sup> 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**

*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)**

---

**Figurative Language Workshop, University of Nottingham, UK**

9<sup>th</sup> 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**

19<sup>th</sup> 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**

7<sup>th</sup> April 2018

**Language, Social Media, and Migration, University of Birmingham, UK** 2<sup>nd</sup> February 2018

**Everyday Creativity and Communication, University of Birmingham, UK** 7<sup>th</sup> September 2017

## **Funding**

---

**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**

---