

# Researching and Applying Metaphor

## Conference 9

Lancaster, 4-7 July 2012

### Conference Programme

The sessions from Thursday onwards will take place in the following rooms and buildings:

<b>GFF</b>	George Fox building, foyer
<b>GF1</b>	George Fox building, room 1
<b>GF2</b>	George Fox building, room 2
<b>GF3</b>	George Fox building, room 3
<b>GF4</b>	George Fox building, room 4
<b>GF5/6</b>	George Fox building, room 5/6
<b>CC15</b>	Charles Carter building, room A15
<b>CC16</b>	Charles Carter building, room A16
<b>CC17</b>	Charles Carter building, room A17
<b>CC18</b>	Charles Carter building, room A18
<b>CC19</b>	Charles Carter building, room A19
<b>PSG</b>	Peter Scott Gallery

**Wednesday 4 July 2012**

14.00				
14.30				
15.00				
15.30				
16.00				
16.30			<p style="text-align: center;"><b>REGISTRATION</b>  <b>(foyer FASS building, Faculty of Arts and Social Sciences)</b></p>	<p style="text-align: center;"><b>EXHIBITION (14.00-17.00)</b>            Soundings: Thought over time  <b>(PSG – Peter Scott Gallery)</b></p>
17.00	<p style="text-align: center;"><b>WORKSHOP</b>            Methods of researching metaphor and gesture  <b>(Bowland North seminar room 2)</b></p>	<p style="text-align: center;"><b>WORKSHOP</b>            Corpus linguistics methods in metaphor analysis  <b>(Faraday A36)</b></p>		
17.30				
18.00				

***Please make own arrangements for dinner. A list of recommended places to eat on campus and in Lancaster City Centre is provided in your delegates' pack***

**Thursday 5 July 2012**

8.00	Registration (GFF)
9.00	Conference Opening (GF1)
9.30	<b>PLENARY 1 (GF1):</b> <b>Albert Katz</b> Obligatory, optional and social functions of metaphor

**10.30-11.00 Registration, Coffee and Tea (GFF)**

	<b>LITERATURE (GF2)</b> <i>Chair: Z. Demjen</i>	<b>LEARNING/TEACHING (GF3)</b> <i>Chair: G. Low</i>	<b>GENDER (GF4)</b> <i>Chair: V. Koller</i>	<b>HEALTH COMM. (GF5/6)</b> <i>Chair: J. Williams Camus</i>		<b>SPOKEN LANGUAGE (CC16)</b> <i>Chair: E. Semino</i>	<b>PROCESSING METAPHOR AND IRONY (CC17)</b> <i>Chair: K. Cain</i>	<b>EMOTION (CC18)</b> <i>Chair: H. Thomas</i>	<b>INDIVIDUAL METAPHORS AND DOMAINS (CC19)</b> <i>Chair: S. Handl</i>	<b>THEMED PANEL (GF1)</b>		
11.00	<b>Dorst:</b> Metaphor in fiction: narrative and dialogue compared	<b>Littlemore et al.:</b> Investigating figurative proficiency at different levels of second language writing	<b>Salgado:</b> Gendered emotion metaphors in Brazilian culture	<b>Varella:</b> Terminology, etymology and figurative language		<b>Bogetic:</b> Conceptualizations of human existence in informal English conversations	<b>Reijnierse:</b> Evaluating psycholinguistic research into metaphor	<b>Polley:</b> Relative motion as a primary metaphor	<b>Edwardes (210):</b> I'm not feeling myself today: The strange metaphor of SELF IS OTHER	<b>Cameron, Müller, Biernacka, Cienki, Ladewig, Laffer, Pihlaja and Kappelhof</b>		
11.30	<b>Laffer:</b> Can metaphor use be considered deliberate in the production of literature?	<b>Jimenez Catalan:</b> Exploring the age factor in the production of metonymies by EFL learners	<b>Wei:</b> A cross-cultural discourse analysis of gendered metaphors in the modern Chinese era	<b>Stroinska &amp; Szymanski:</b> The use of metaphor in trauma narratives		<b>MacArthur:</b> The repetition and rewording of metaphors across turns in conversations between native and non-native speakers of English	<b>Kacinik:</b> Investigating the neural basis for processing the literal and metaphoric meanings of words	<b>Nabeshima et al.:</b> A metaphorical analysis of two words for love in Japanese pop lyrics.	<b>Alirezaie:</b> Socio-cultural foundations of metonymic and metaphorical conceptualizations of the face in Farsi	The dynamic approach to metaphor and metonymy: Language, gesture, action  3 papers		
12.00	<b>Riley:</b> analysing metaphor in children's literature	<b>Nacey:</b> Metaphorical creativity and EFL language	<b>Formato:</b> War metaphors and gender(ed) identities in the Italian parliament	<b>Ritchie &amp; Stone:</b> Metaphors used by caregivers in talk about Alzheimer's Disease		<b>Pelosi &amp; Ferreira:</b> Metaphors and metonymies in talk about urban violence in Brazil	<b>Shinohara et al.:</b> The influence of conceptual metaphors on reasoning and attitudes	<b>Matsunaka &amp; Shinohara:</b> Pictorial expression of anger metaphors and their multimodality				

**EXHIBITION (10.00-13.00)**

Soundings: Thought over time (PSG)

**POSTER DISPLAY (GFF)**

**12.30-13.30**

**Lunch (GFF)**

	<b>LITERATURE (GF2)</b> <i>Chair: A. Naciscione</i>	<b>LEARNING/TEACHING (GF3)</b> <i>Chair: M. Edwardes</i>		<b>HEALTH COMM. (GF5/6)</b> <i>Chair: J. Kormos</i>	<b>CROSSCULTURAL COGNITION (CC15)</b> <i>Chair: F. MacArthur</i>	<b>METAPHOR THEORY (CC16)</b> <i>Chair: D. Ritchie</i>	<b>PROCESSING METAPHOR AND IRONY (CC17)</b> <i>Chair: A. Katz</i>	<b>HISTORICAL AND DIACHRONIC STUDIES (CC18)</b> <i>Chair: R. Trim</i>	<b>INDIVIDUAL METAPHORS AND DOMAINS (CC19)</b> <i>Chair: S. Handl</i>	<b>THEMED PANEL (cont.) (GF1)</b>	
13.30	<b>Stanecka:</b> Metaphorical visions in postcolonial works	<b>Veliz:</b> The interplay of metaphor awareness and text understanding: How texts can be made more accessible to ESL learners		<b>Mundwiler:</b> Swine flu scare: The metaphorical conceptualisation of a pandemic disease in media language	<b>Alm-Arvius:</b> Universal and language-specific components of cultural metaphors	<b>Lukyanova &amp; Tolochin:</b> Three dimensions of metaphor: signification, functional analogy and figurativeness	<b>Azuma:</b> A tripartite comparison of figurative interpretations performed by three nationalities: English, Japanese and Chinese	<b>Alexander &amp; Anderson:</b> Knowledge in the historical thesaurus of the Oxford English Dictionary	<b>Panther &amp; Thornburg:</b> Conceptualizing humans as animals in English verb particle constructions	The dynamic approach to metaphor and metonymy: Language, gesture, action  4 papers	
14.00	<b>Leezenberg:</b> Metaphor, social practice, and linguistic ideology: Evidence from Sûfi poetry	<b>Wan:</b> Using metaphor analysis to uncover the development of Chinese postgraduate students' conceptualisations of academic English writing		<b>Stvan:</b> Metonymy-driven polysemy in health discourse	<b>Feuerstein:</b> Prototypical conceptualizations in Indian English: Results of an association study	<b>Dunn:</b> What metaphors really mean	<b>Gong &amp; Ahrens:</b> What metaphors do people generate for IDEA IS FOOD in Mandarin Chinese?	<b>Calvo Cortes:</b> The motivations for the metaphorical extensions of some maritime terms in Late Modern English	<b>Wojciechowska &amp; Szczepaniak:</b> Modified idioms with HAND: A corpus-based study of the metaphor-metonymy interplay		
14.30	<b>Goodblatt &amp; Glicksohn:</b> Bi-directionality in poetic metaphor: William Carlos Williams and the modernist image	<b>Golden &amp; Lanza:</b> Metaphors of language learning in migrants' narrative discourse		<b>Talley:</b> Metaphor and meaning in mental health		<b>Lukes:</b> Collective negotiation of a metaphoric seduction	<b>Burgers &amp; Lagerwerf:</b> The influence of contextual and contextual factors on irony comprehension and appreciation	<b>Philip:</b> Meaning drift in a changing world: literal and metaphorical meanings through time	<b>Madureira et al.:</b> Voice qualities and metaphorical analogies: the sound metaphors		
15.00								<b>Nazar:</b> Moral accounting metaphor in Middle English texts	<b>Kondakova:</b> Place name as a metaphor with abstract meaning		

POSTER DISPLAY (GFF)

Thursday 5 July, 2012 (cont.)

**15.30-16.00**

***Coffee and Tea (GFF)***

16.30–  
18.00

**Soundings: Thought over time** Private Viewing Premier (**PSG**)

**20.00-22.00**

***Conference Reception, Buffet sponsored by John Benjamins (Town Hall, Dalton Square, Lancaster City Centre)***

**22.00-late**

***PhD Party (Dalton Rooms, Dalton Square, Lancaster City Centre)***

Friday 6 July 2012

	<b>BEST PhD PAPER (GF2)</b> <i>Chair: W. Anderson</i>	<b>CORPUS/ COMPUTATIONAL (GF3)</b> <i>Chair: S. Nacey</i>	<b>METAPHOR THEORY (GF4)</b> <i>Chair: G. Steen</i>	<b>EDUCATION AND ACADEMIC DISCOURSE (GF5/6)</b> <i>Chair: Z. Demjen</i>	<b>GESTURE/ SIGN LANGUAGE (CC15)</b> <i>Chair: J. Littlemore</i>	<b>ECONOMIC/ BUSINESS DISCOURSE (CC16)</b> <i>Chair: V. Koller</i>	<b>POLITICAL DISCOURSE (CC17)</b> <i>Chair: M. Kopytowska</i>	<b>RELIGIOUS DISCOURSE (CC18)</b> <i>Chair: E. Semino</i>	<b>TRANSLATION (CC19)</b> <i>Chair: G. Philip</i>	<b>THEMED PANEL (GF1)</b>	
9.00	<b>Beger:</b> Deliberate metaphor as a tool for teaching scientific concepts in college lectures	<b>Deignan:</b> Figurative meaning and collocation	<b>Trim:</b> Theoretical consideration on a global model of conceptual mapping in metaphor analysis	<b>Edwardes (214):</b> SCHOOL IS FAMILY: A metaphor too far for Academies?	<b>Sutton-Spence &amp; Napoli:</b> Limitations and extensions in poetic sign language metaphors	<b>Bachtiar:</b> Conceptual metaphors in branches of economics: Metaphorical coherence across languages and cultures	<b>McEntee-Atalianis:</b> The metaphorical construction of the United Nations	<b>Lopes:</b> Metaphor and parable	<b>Pantopoulos:</b> Metaphor and the metapoet	<b>Hidalgo-Downing, Kraljevic, Gibbs, Forceville, Martínez, Romano, Porto and White</b>	
9.30	<b>Kheovichai:</b> Metaphor and marketization of higher education	<b>Reijnierse &amp; Dorst:</b> Formulating general rules to determine basic meanings: One small step for MIP towards automated metaphor identification?	<b>Wallington:</b> Common-target metaphors: When a target has multiple sources	<b>Liefshitz:</b> Troubling the military metaphor: Words of war in education	<b>Lapaire:</b> Modality as gestural action	<b>Gatti:</b> Spatio-temporality beyond conceptual metaphors: compressing organizational action through language and non-verbal discursive tools	<b>Szewczyk:</b> Toward a discursive grounding of metaphorical meaning: Polish discourse metaphors on the EU	<b>van Gent-Petter:</b> Deliberate metaphor in Emerging Church conversation	<b>Albano:</b> Conceptual Metaphors in the novel <i>Kassandra</i> by Christa Wolf and in the Italian and French translations	Metaphor, creativity and identity change across modes  3 papers	
10.00	<b>Richardson:</b> Clear paths: Interaction between metaphors related to movement and certainty in Christian and Muslim testimonials		<b>Zanotto:</b> Explaining the gap between lexical concepts and ad hoc concepts	<b>Alarcon &amp; Diaz:</b> Chilean student-teachers' metaphors about the role of teachers as professionals	<b>Joue et al.:</b> Monomodal metaphors in speech and coverbal gestures: an fMRI study	<b>Burcea:</b> Brand metaphors in marketing discourse		<b>Veiga:</b> Metaphors in a "secret" society: The search for metaphors in a Masonic temple	<b>Beh-Afarin:</b> The validity of metaphorical spheres Depicted in the Persian translation of Sean O'Casey's <i>The Shadow of a Gunman</i>		

POSTER DISPLAY (GFF)

10.30-11.00

Coffee and Tea (GFF)

	<b>BEST PHD PAPER (GF2)</b> <i>Chair: W. Anderson</i>	<b>CORPUS/ COMPUTATIONAL (GF3)</b> <i>Chair: S. Nacey</i>	<b>METAPHOR THEORY (GF4)</b> <i>Chair: I. Mittelberg</i>	<b>EDUCATION AND ACADEMIC DISCOURSE (GF5/6)</b> <i>Chair: R. Ivanič</i>	<b>GESTURE/SIGN LANGUAGE (CC15)</b> <i>Chair: A. Deignan</i>	<b>ECONOMIC/ BUSINESS DISCOURSE (CC16)</b> <i>Chair: V. Koller</i>	<b>POLITICAL DISCOURSE (CC17)</b> <i>Chair: M. Kopytowska</i>	<b>RELIGIOUS DISCOURSE (CC18)</b> <i>Chair: E. Semino</i>	<b>TRANSLATION (CC19)</b> <i>Chair: G. Philip</i>	<b>THEMED PANEL (cont.) (GF1)</b>		
11.00	<b>Serrano:</b> Visual metaphorical and metonymic renderings of pain in advertising	<b>Schönefeld:</b> Metaphorical motion, semantic preference(s) and deixis	<b>Avxentevskaya:</b> Functions of metaphor and metonymy in knowledge acquisition	<b>Askeland:</b> Metaphors and writing	<b>Marghetis et al.:</b> Metaphoric mathematics in action: Evidence in gesture of multiple conceptual metaphors for arithmetic	<b>Zhang:</b> Metaphorical representations of Beijing Olympic marketing programs in Chinese and American popular business discourse	<b>Lu &amp; He:</b> Metaphor and the blending chain in Taiwanese political discourse	<b>Williams:</b> Metaphor and the disclosure of the inconceivable in a classical Persian mystical text	<b>Papadoudi:</b> Translation of metaphor in popular technology discourse	Metaphor, creativity and identity change across modes  3 papers		
11.30	<b>Williams Camus:</b> Metaphor and the recontextualisation of science: The case of apoptosis	<b>Mueller:</b> Comparing metaphors in British and Singaporean newspaper texts	<b>Browse:</b> "Worlds apart": putting metaphor into conceptual context	<b>Hill:</b> Students as consumers? A critical evaluation of metaphors of marketization and consumption	<b>Heng:</b> Verbal and gestural metaphors in finger-guessing drinking games in Fujian	<b>Perez Sobrino:</b> Multimodal metaphor and metonymy at work in greenwashing advertisements	<b>Steen &amp; Wolters:</b> Is Bush a strict father and Obama a nurturing parent? Metaphor in American presidential speeches					
12.00				<b>Shibata:</b> English as a brand	<b>Sutton-Spence et al.:</b> Mode-specific metaphors in creative sign language	<b>Wittink:</b> Metaphor and knowledge-sharing behaviour in the real world of organisations	<b>Al-Zuweiri:</b> Barack Obama restoring the image of America in the Arab and Muslim world: A socio-cognitive approach to political metaphors					

EXHIBITION (10.00-15.00)  
Soundings: Thought over time (PSG)

POSTER DISPLAY  
(GFF)

**12.30-13.30**

**Lunch (GFF)**

	<b>INDIVIDUAL METAPHORS AND DOMAINS (GF2)</b> <i>Chair: Z. Demjen</i>		<b>METAPHOR THEORY (GF4)</b> <i>Chair: I. Mittelberg</i>	<b>EDUCATION AND ACADEMIC DISCOURSE (GF5/6)</b> <i>Chair: R. Ivanič</i>		<b>ECONOMIC/ BUSINESS DISCOURSE (CC16)</b> <i>Chair: C. Gatti</i>	<b>POLITICAL DISCOURSE (CC17)</b> <i>Chair: A. Cienki</i>	<b>VARIOUS DISCOURSE DOMAINS (CC18)</b> <i>Chair: K. Tusting</i>				
13.30	<b>Julich:</b> The conceptualization of music		<b>Junge:</b> Metaphors and social action: A sociological point of view	<b>Seskauskiene:</b> Metaphoricity of academic discourse: what can be raised in English and Lithuanian?		<b>Zhong:</b> 'Exploring the cultural and ideological implications of war metaphors in English and Chinese business discourse	<b>Cibulskiene:</b> Metaphor as a rhetorical tool of persuasion	<b>Simo:</b> Failure and fatalism in Hungarian sport discourse				
14.00	<b>Hamilton:</b> Colourful metaphors: Reflecting culture and time		<b>Kim:</b> Is metaphor what is said or what is implicated?			<b>Dalalau:</b> English metaphorical terminology used in the world of finance and investment and its (in)translatability into Romanian	<b>Kort:</b> Representations of 'Arabs' and 'Americans' in news media	<b>Kuepper:</b> The application of MIP (VU) to the work of Carl Diem, Hitler's organizer of the 1936 Olympics				
14.30	<b>Cameron &amp; Pelosi:</b> Metaphorising violence in the UK and Brazil: A contrastive discourse dynamics study		<b>Drozd:</b> Metaphorical extensions of the near-far image schema: English temporal constructions				<b>Sinding:</b> The body moral-politic					

**EXHIBITION (10.00-15.00)**  
Soundings: Thought over time (PSG)

**POSTER DISPLAY (GFF)**

**15.00-15.30 Coffee and Tea (GFF)**

15.30	<b>PLENARY 2 (GF1)</b> <b>Andreas Musolff</b> What have Cognitive Metaphor Studies done for Critical Discourse Analysis (and vice versa)?
16.30	<b>Poster Viewing (GFF)</b>
17.00	RaAM AGM (GF1)

**20.00-22.00 Conference Dinner (Lancaster House Hotel on campus, see campus map reference 59)**

**Saturday 7 July 2012**

	<b>INDIVIDUAL METAPHORS AND DOMAINS (GF2)</b> <i>Chair: A. Wallington</i>	<b>VISUAL AND MULTIMODAL METAPHOR (GF3)</b> <i>Chair: C. Müller</i>	<b>MEDIA AND ADVERTISING (GF4)</b> <i>Chair: L. Hidalgo-Downing</i>	<b>METAPHOR THEORY (GF5/6)</b> <i>Chair: K. Panther</i>	<b>POLITICAL DISCOURSE (CC15)</b> <i>Chair: A. Musolff</i>	<b>VARIOUS DISCOURSE DOMAINS (CC16)</b> <i>Chair: T. Krennmayr</i>	<b>THEMED PANEL (GF1)</b>
9.00	<b>Chiang &amp; Nabeshima:</b> IS DESIRE HUNGER or THIRST? Evidence based on Maslow's eight-level hierarchy of needs	<b>Naciscione:</b> Multimodal use of figurative thought in print media	<b>Radisevic:</b> Metaphors and keywords: 2010 Haiti earthquake in Canadian newspapers	<b>Bellavia et al.:</b> The Role of conceptual metaphors in event structure: Evidence from idiomatic constructions	<b>Kopytowska:</b> Metaphor, identity and conflict in Kenya	<b>Duann:</b> Metaphorical frame of climate change: A case study of Taiwan	<b>Ryland, Thomas, Beiert, Forceville, Flint and Barcelona</b>
9.30	<b>Chen, L.:</b> The pressure of coherence in Chinese culture: FOOD metaphor blending in Taiwanese media discourse	<b>van Weelden et al.:</b> Visual metaphor and memory	<b>Rezaee &amp; Ghane:</b> Metaphor in TV commercials : A critical cognitive approach	<b>Chang:</b> Metaphors in indirect speech acts: A special pattern of conceptual metaphors in Daodejing	<b>Ibrahim:</b> Metaphors and media bias in three Egyptian newspapers during the 18-day revolution	<b>Mullin:</b> Metaphors we work by: Jigsaws, osmosis and icebergs	Metaphor and metonymy in creative thought and expression across genres  3 papers
10.00	<b>Lu:</b> How COMPLETION IS UP: Chinese [V] – [SHANG]	<b>Kwiatkowska:</b> The metaphorical effects of large scale in visual images	<b>Bobrova:</b> Multimodal metaphor in American and Ukrainian television commercials for vodka	<b>Handl:</b> From FOR to AND: Metonymic underspecification as a test case for linguistic theory	<b>Torlakova:</b> Regimes and metaphors of the Arab Spring	<b>Urena Gomez-Moreno:</b> A cognitive-linguistic approach to visual metaphor in biology	

**10.30-11.00 Coffee and Tea (GFF)**

	<b>INDIVIDUAL METAPHORS AND DOMAINS (GF2)</b> <i>Chair: A. Wallington</i>	<b>VISUAL AND MULTIMODAL METAPHOR (GF3)</b> <i>Chair: C. Müller</i>	<b>MEDIA AND ADVERTISING (GF4)</b> <i>Chair: L. Hidalgo-Downing</i>	<b>METAPHOR THEORY (GF5/6)</b> <i>Chair: K. Panther</i>	<b>POLITICAL DISCOURSE (CC15)</b> <i>Chair: A. Musolff</i>	<b>VARIOUS DISCOURSE DOMAINS (CC16)</b> <i>Chair: T. Krennmayr</i>	<b>THEMED PANEL (cont.) (GF1)</b>
11.00	<b>Kalve:</b> Concept of MIRE in Latvian thought and language	<b>Lin:</b> Cognitive base for appreciation of Chinese calligraphy: Semantic and visual cues for character recognition	<b>Perez Sobrino:</b> GREAT CHAIN multimodal metaphors in environmental advertising campaigns	<b>Onysko &amp; Degani:</b> The interplay of metaphor and metonymy in the interpretation of novel English compounds	<b>Perrez &amp; Reuchamps:</b> The metaphors of the Belgian political crisis: Evidence from the political parties' programmes and citizens' discourse	<b>Smith:</b> More and better metaphors to explain dynamical systems	Metaphor and metonymy in creative thought and expression across genres  3 papers
11.30		<b>Fredriksen:</b> Creation of metaphors: Young children's embodied metaphors and imaginative cognition				<b>Pinelli:</b> Framing identities in media discourse: The role of metonymy and metaphor	
12.30	<b>PLENARY 3 (GF1)</b>						

	<b>Masako Hiraga</b> The sound of silence: The interplay of metaphor and iconicity in haiku texts
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*Please Turn Over* →

Saturday 7 July, 2012 (cont.)

13.30	Closing ( <b>GF1</b> )
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**13.45** *Packed Lunches (GFF)*

14.00 - 18.30	Lake District trip
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