

## **Annual Report**

**2015**

The year 2015 was an important year for the Metaphor Lab for this was the year when part of the lab moved from Vrije Universiteit Amsterdam to the University of Amsterdam, in effect turning the Metaphor Lab into an interuniversity research unit with pillars in both of Amsterdam's universities. This was signalled by the adjustment of the name into Metaphor Lab Amsterdam, with a new web site at [www.metaphorlab.amsterdam](http://www.metaphorlab.amsterdam), created by Metaphor Lab assistant Romy van den Heerik. The lab is now embedded not only with the Network Institute at Vrije Universiteit Amsterdam, but also with the Amsterdam Center for Language and Communication, ACLC, at the University of Amsterdam. The new lab moreover got affiliated with the Amsterdam Brain and Cognition center, ABC. With these changes, the Metaphor Lab Amsterdam reached a new level of activities that are reflected in this annual report, which is the first of its kind.

The vision, mission, program and activities of the Metaphor Lab Amsterdam have not changed as a result of this move. Our scope has expanded, though, and as a result the organizational structure has been adjusted. The lab now has five research themes:

1. Deliberate metaphor (Gerard Steen)
2. Multimodal metaphor (Marianna Bolognesi)
3. Variation in metaphor (Tina Krennmayr)
4. Figurative framing (Christian Burgers)
5. Metaphor and argumentation (Jean Wagemans)

Each of these themes has a program leader and on average five running projects, ranging from PhD dissertations to on-going dedicated studies by permanent members of staff. For a full overview of current projects, people and funding, see table 1 on the next page. A new advisory board was installed to cater to these changes, too, consisting of:

- Anjan Chatterjee, Department of Neurology, University of Pennsylvania, US
- Alice Deignan, School of Education, University of Leeds, UK
- Rachel Giora, Department of Linguistics, Tel Aviv University, Israel
- Elisabetta Gola, Department of Pedagogy, Psychology and Philosophy, University of Cagliari, Italy
- Raymond Gibbs jr., Department of Psychology, University of California, Santa Cruz, US
- Albert Katz, Department of Psychology, University of Western Ontario, Canada

- Jeannette Littlemore, Department of English Language and Applied Linguistics, University of Birmingham, UK
- Ken McRae, Department of Psychology, University of Western Ontario, Canada
- Andreas Musolff, School of Language and Communication Studies, University of East Anglia, Norwich, UK
- Elena Semino, Department of Linguistics and English Language, Lancaster University, UK
- Mark Turner, Department of Cognitive Science, Case Western Reserve University, US
- Tony Veale, Department of Computer Science, University College Dublin, Ireland
- Cihua Xu, Center for the study of Language and Cognition, Zhejiang University, Hangzhou, China

The appendix offers a complete overview of the lab's output in 2015. Highlights include the following:

- Throughout the year fifteen papers were published by members of the Metaphor Lab in the following international refereed journals: Human Communication Research, International Journal of Advertising, Phenomenology and Mind, Versus, Epistemologia, Nea Science, Phenomenology and the Cognitive Sciences, Metaphor and the Social World, Journalism Studies, Journal of Language and Social Psychology, Metaphor and Symbol, Foreign Languages Research, Modern Foreign Language, Journal of Pragmatics
- In February, Marianna Bolognesi started with her two-year Marie Curie post doc project COGVIM, on the cognitive grounding of visual metaphor
- In March, May, and October, Gerard Steen gave post graduate courses on the 3-dimensional model of metaphor in Guangzhou, China; Cagliari, Italy; Belo Horizonte, Brazil; and Belgrade, Serbia
- In June, the new Metaphor Lab Amsterdam held its first summer school in metaphor analysis, attracting over 30 PhD and postdoc researchers from 14 countries
- In July, the Network Institute Academy Assistant project 'Words in and out of their (Social) Context' was completed, resulting in a new, reliable procedure for hyperbole identification produced by Christian Burgers, Britta Brugman, Kiki Renardel de Lavalette and Gerard Steen, which has just been accepted for publication in *Metaphor & Symbol*
- From August through December, the lab hosted Valentina Cuccio from Palermo as a visiting researcher supported by an NWO Visitor Grant, resulting in the first draft of a co-authored book on *Attention to metaphor: From neurons to representations* with Gerard Steen
- In September, Patricia Pineda defended her PhD dissertation on metaphor in Columbian primary education, *Looking for and making sense of 'special words'*



- In the final months of 2015, two new volumes of the book series *Metaphor in Language, Cognition and Communication* were published: *Metaphor and communication* edited by Elisabette Gola and Francesca Ervas, and *Metaphor in specialist discourse* edited by Berenike Hermann and Tony Berber Sardinha.
- In December, an NWO Free Competition grant of 750,000 euros was awarded for the ‘Resistance to Metaphor’ program, comprising three PhD and two postdoc projects.

Plans for 2016 include the start of the resistance to metaphor program with five new subprojects, the first Metaphor Festival in Amsterdam, the completion of Gudrun Reijnierse’s PhD thesis on the value of deliberate metaphor, and the organization of a COGVIM symposium on abstract concepts.

Table 1

<b>Theme</b>	<b>Project</b>	<b>People</b>	<b>Funding source</b>	<b>Projected year of completion</b>	<b>Output</b>
Deliberate metaphor	The value of deliberate metaphor	Reijnierse	NWO	2016	PhD plus articles
	Metaphors for knowledge in knowledge sharing groups	Greve	Aarhus University	2016	PhD plus articles
	Metaphors in college lectures	Beger	Flensburg University	2017	PhD
	Embodied simulation and metaphor	Cuccio & Steen	NWO	2016	Book
	Inhibition of the non-deliberate	Skagenholt	University of Amsterdam	2016	Article
Multimodal metaphor	COGVIM	Bolognesi	Marie Curie fellowship	2017	Articles
	Abstract concepts	Bolognesi & Steen	Network Institute	2017	Symposium plus book
	Words and concepts	Bolognesi, Hogeweg & Steen	University of Amsterdam	2016	Article
	Visual metaphor identification procedure	Sorm, Steen, van den Heerik	NWO	2016	Book chapter
	Tagging tool for VisMet Baby corpus	Bolognesi	Network Institute	2017	Crowdsourced image annotations for the Vismet corpus



Variation in metaphor	Use of sight metaphors in one-to-one academic consultations in English as a lingua franca	MacArthur, Krennmayr, Littlemore	Spanish 'Ministerio de Economía y Competitividad'	2015	Article
	Using a semantic annotation tool to uncover alignment between conversational partners	Krennmayr	Vrije Universiteit Amsterdam	2016	Article
	Exploiting metaphor to teach phrasal and prepositional verbs	Krennmayr	Vrije Universiteit Amsterdam		
	MIPVU across languages	Nacey, Dorst, Krennmayr, Reijnierse	Vrije Universiteit Amsterdam	2017	Book
Figurative framing	Figurative framing	Burgers	NWO/VENI	2018	Articles
	Dynamics of Figurative Frames in Dutch Public Discourse	Boeynaems	Vrije Universiteit Amsterdam	2018	PhD plus articles
	Words in and out of their social context: The case of hyperbole	Brugman, Renardel de Lavalette, Burgers & Steen	Network Institute, Academy Assistants Program	2016	Articles
	Metaphor in health communication	Van den Heerik	External PhD Project	2019	PhD plus articles
Metaphor and argumentation	Resistance to metaphor in science	tba	NWO	2019	PhD plus articles
	Resistance to metaphor in politics	tba	NWO	2019	PhD plus articles
	Resistance to metaphor in the media	tba	NWO	2019	PhD plus articles
	Modeling resistance to metaphor	Van Poppel	NWO	2018	Articles
	Testing resistance to metaphor	Pilgram	NWO	2018	Articles
	Resistance to metaphor	Steen, Snoeck Henkemans & Wagemans	NWO	2021	Book



*Articles in refereed journals*

1. **Burgers, C.**, Beukeboom, C.J., Kelder, M., & Peeters, M.M.E. (2015). How sports fans forge intergroup competition through language: The case of verbal irony. *Human Communication Research*, 41(3), 435-457. doi: 10.1111/hcre.12052
2. **Burgers, C.**, Konijn, E.A., **Steen, G.J.**, & Iepsma, M.A.R. (2015). Making ads less complex, yet more creative and persuasive: The effects of conventional metaphors and irony in print advertising. *International Journal of Advertising*, 34(3), 515-532. doi: 10.1080/02650487.2014.996200
3. Cuccio, V. (2015). The notion of representation and the brain. *Phenomenology and Mind*, 7, 247-258.
4. Cuccio V., & Caruana, F. (2015). Il corpo come icona: Abduzione, strumenti ed embodied simulation. *Versus*, 119, 93-103.
5. Cuccio V. (2015), Embodied simulation and metaphors: On the role of the body in the interpretation of bodily-based metaphors. *Epistemologia*, 1, 99-113. doi: 10.3280/epis2015-001007
6. Cuccio V. (2015), Representations of the body and metaphor processing, *Nea Science*, 7(2), 41-43.
7. Caruana, F., & Cuccio, V. (2015). Types of abduction in tool behavior. *Phenomenology and the Cognitive Sciences*, 1-19. doi: 10.1007/s11097-015-9450-y
8. Dorst, A.G., & **Reijnierse, W.G.** (2015). A dictionary gives definitions, not decisions: Response 1 to ‘On using a dictionary to identify the basic senses of words’, *Metaphor and the Social World*, 5(1), 137-144. doi: 10.1075/msw.5.1.08dor
9. **Krennmayr, T.** (2015). What corpus linguistics can tell us about metaphor use in newspaper texts, *Journalism Studies*, 16(4), 530-546. doi: 10.1080/1461670X.2014.937155
10. Lagerwerf, L., **Boeynaems, A.**, van Egmond-Brussee, C., & **Burgers, C.** (2015). Immediate attention for public speech: Differential effects of rhetorical schemes and valence framing in political radio speeches. *Journal of Language and Social Psychology*, 34(3), 273-299. doi: 10.1177/0261927X14557947
11. MacArthur, F., **Krennmayr, T.**, & **Littlemore, J.** (2015). How Basic Is “UNDERSTANDING IS SEEING” when reasoning about knowledge? Asymmetric uses of sight metaphors in office hours consultations in English as academic lingua franca. *Metaphor and Symbol*, 30(3), 184-217. doi: 10.1080/10926488.2015.1049507
12. Pan, Z. (2015). Toward a metaphonymic study on emotional textual construction. *Foreign Languages Research*, 4, 8-12.
13. Pan, Z. (2015). Toward a cognitive study on emotional quantifier constructions, *Modern Foreign Language*, 6, 762-769.
14. **Reijnierse, W.G.**, **Burgers, C.**, **Krennmayr, T.**, & **Steen, G.J.** (2015). How viruses and beasts affect our opinions (or not): The role of extendedness in metaphorical framing, *Metaphor and the Social World*, 5(2), 245-263. doi: 10.1075/msw.5.2.04rei

15. **Steen, G.J.** (2015). Developing, testing and interpreting Deliberate Metaphor Theory, *Journal of Pragmatics*, 90, 67-72. doi: S0378216615000946

#### *Book chapters and articles in volumes*

Steen, G.J. (2015). Metaphor and style through genre, with illustrations from Carroll Ann Duffy's Rapture. In V. Sotirova (Ed.), *Companion to stylistics* (pp. 308-324). London, England: Continuum.

#### *Books*

*Volumes in Metaphor in Language, Cognition and Communication (MiLCC)*

Series editor: Gerard Steen

with John Benjamins Publishing Company, Amsterdam/Philadelphia

1. Wan Wan and Graham Low (Eds.) (2015). *Elicited Metaphor Analysis in Educational Research*. Amsterdam, The Netherlands: Benjamins.
2. Berenike Hermann and Tony Berber Sardinha (Eds.) (2015). *Metaphor in Specialist Discourse*. Amsterdam, The Netherlands: Benjamins.

#### *Completed PhD dissertations*

Patricia Pineda, Vrije Universiteit Amsterdam, 'Looking for and Making Sense of 'Special Words: Metaphor Recognition and Interpretation by Schoolchildren'. Promotor: G.J. Steen.

#### *Master theses*

1. Britta Brugman, Vrije Universiteit Amsterdam, 'The reclassification of political frames: A metaphorical perspective'.
2. Kiki Renardel de Lavalette, Vrije Universiteit Amsterdam, 'How to identify moral language in presidential speeches: A comparison between two methods of corpus analysis'.

#### *Refereed contributions to conferences and workshops*

(excluding talks for own faculty in Tilburg, Vrije Universiteit Amsterdam and UvA)

1. Camiel Beukeboom and Christian Burgers. How stereotypes become shared knowledge: Biased language use in communication about stereotyped individuals. Paper presentation at 65<sup>th</sup> Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico, 21-25 May 2015.
2. Amber Boeynaems, Christian Burgers, Elly Konijn and Gerard Steen, Novel versus conventional: The effects of different types of metaphorical framing on news perception. Paper presentation at *Etmaal van de Communicatiewetenschap*, Antwerp, Belgium, 2-3 February 2015.



3. Amber Boeynaems, Christian Burgers, Elly Konijn and Gerard Steen. Novel versus Conventional: The impact of metaphors in news. Poster presentation at *Summer School 'Living with the Media'*, Cologne, Germany, 19-24 July.
4. Amber Boeynaems, Christian Burgers, Elly A. Konijn and Gerard Steen, Novel Versus Conventional: The Effects of Different Types of Metaphorical Framing on News Perception: NCA's 101<sup>st</sup> Annual Convention, Las Vegas, USA, 19-22 November.
5. Marianna Bolognesi. Visual metaphors and migration. Workshop at *International conference on migration*, Cagliari, Italy, 12 June 2015.
6. Marianna Bolognesi and Romy van den Heerik. Visual metaphor: an online corpus and a model of analysis. Paper presentation at *Metaphor Festival*, Stockholm, Sweden. 27-29 August 2015.
7. Marianna Bolognesi. Conceptual metaphors and metaphoric expressions in images: toward a multimodal theory of metaphor. Paper presentation at *2<sup>nd</sup> International Symposium on Figurative Thought and Language*, Pavia, Italy, October 2015.
8. Marianna Bolognesi. The cognitive operations between domains in visual metaphors. Paper presentation at IV International conference on Metaphor and Discourse, Castellón, Spain, 3-4 December 2015.
9. Britta Brugman, Kiki Renardel de Lavalette, Christian Burgers, Gerard Steen. Hyperbole Identification Procedure (HIP): An introduction. Paper presentation at *Anéla/VIOT Juniorendag*, Nijmegen, The Netherlands, 6 March 2015.
10. Britta Brugman, Kiki Renardel de Lavalette, Christian Burgers, Gerard Steen. Hyperbole Identification Procedure (HIP): An introduction. Paper presentation at *RaAM Special Seminar*, Leiden, The Netherlands, 10-12 June 2015.
11. Britta Brugman, Kiki Renardel de Lavalette, Christian Burgers, Gerard Steen. Hyperbole Identification Procedure (HIP): An introduction. Paper presentation at *Metaphor Festival*, Stockholm, Sweden, 27-29 August 2015.
12. Britta Brugman, Christian Burgers, Gerard Steen. The classification of political frames: A metaphorical perspective. Paper presentation at *Metaphor Festival*, Stockholm, Sweden, 27-29 August 2015.
13. Christian Burgers, Allison Eden, Robin de Jong and Sander Buningh. Roads to Success for Mobility Apps: How Online Recommendation Systems and App Design Characteristics Boost App Downloads. Paper presentation at *Etmaal van de Communicatiewetenschap*, Antwerp, Belgium, 2-3 February 2015.
14. Christian Burgers, Allison Eden, Robin de Jong and Sander Buningh. How online reviews and design characteristics boost app downloads. Paper presentation at *101<sup>st</sup> Annual Conference of the National Communication Association (NCA)*, Las Vegas, USA, 19-22 November 2015.
15. Valentina Cuccio. Representations of the body and metaphors. Paper presentation at *AISC mid-term "Il Futuro Prossimo della Scienza Cognitiva"*, Palermo, Italy, 21-22 May 2015.
16. Valentina Cuccio. The communicative power of metaphors: The body of persuasion. Paper presentation at *"Building Consensus. Rhetoric between democracy and conflict"*, Palermo, Italy, 15-17 April 2015.
17. Valentina Cuccio and Gerard Steen. Deliberate metaphor and embodied simulation. Paper presentation at *IV International Conference on Metaphor and Discourse*, Castellón, Spain, 2 – 4 December 2015.



18. Romy van den Heerik, Charlotte van Hooijdonk, Christian Burgers, Gerard Steen, ‘Smoking is sóóó... sandals and white socks’: Co-creation of a Dutch anti-smoking campaign to change social norms. Paper presentation at *Etmaal van de Communicatiewetenschap*, Antwerp, Belgium, 2-3 February 2015.
19. Tina Krennmayr, Gudrun Reijniere. MIP(VU) in translation. *RaAM Specialized Seminar*, Leiden, The Netherlands, 10-12 June 2015.
20. Fiona MacArthur, Tina Krennmayr, Jeannette Littlemore. Languages in contact: Identifying metaphors in English as L2 discourse. *RaAM Specialized Seminar*, Leiden, The Netherlands, 10-12 June 2015.
21. Gudrun Reijniere. How viruses and beasts affect our opinions (or not): The role of extendedness in metaphorical framing: Paper presentation at *Anéla Juniorendag*, Nijmegen, The Netherlands, March 2015.
22. Gudrun Reijniere. The fascinating world of metaphor: Why some metaphors stand out in communication while others pass by unnoticed. *Pragmatics and Stylistics Research Group (PaSty) meeting*, Lancaster, UK, June 2015.
23. Gudrun Reijniere. How viruses and beasts affect our opinions (or not): The role of extendedness in metaphorical framing. *International Cognitive Linguistics Conference*, Northumbria University Newcastle, UK, July 2015.
24. Gudrun Reijniere. How viruses and beasts affect our opinions (or not): The role of extendedness in metaphorical framing. *NAP-Dag ACLC*, Amsterdam, The Netherlands, November 2015.
25. Gudrun Reijniere. DMIP: A method for identifying potentially deliberate metaphor in language use. Paper presentation at *IV International Conference on Metaphor and Discourse*, Castellón, Spain, December 2015.
26. Kiki Renardel de Lavalette, Gerard Steen, and Christian Burgers. How to identify moral language in presidential speeches: A comparison between two methods of corpus analysis. Paper presentation at *Metaphor Festival*, Stockholm, Sweden, 27-29 August, 2015.

#### *Keynotes and other invited talks*

1. Bolognesi, M. COGVIM: the cognitive grounding of visual metaphor, UvA University, ACLC group.
2. Burgers, C. *Figurative framing: Shaping public discourse through metaphor, hyperbole and irony*. Keynote at Stockholm Metaphor Festival, Stockholm, Sweden, 27 August 2015.
3. Burgers, C., & Steen, G.J. Introducing a 3-dimensional model of verbal irony. Invited presentation at the *13th International Cognitive Linguistics Conference*, Newcastle, UK, July 2015.
4. Burgers, C. Figuratieve framing. Invited lecture, organized by the *Vereniging Interuniversitair Overleg Taalbeheersing*, University of Amsterdam, 30 October 2015.
5. Burgers, C. Metaforische framing. Invited lecture at symposium “*Neerlandistiek in het Nieuws*”, Radboud University Nijmegen, 30 January 2015.
6. Steen, G.J. Life is life: What Deliberate Metaphor Theory has to offer to Conceptual Metaphor Theory. Keynote at *Metaphor and Discourse IV*. Castellón, Spain, 2 – 4 December 2015.





7. Steen, G.J. Life, metaphor and beer: The future of Deliberate Metaphor Theory. Keynote at *ELLSTAT 5, 'Tradition and Transformation'*, Belgrade, Serbia, 23-24 October 2015.
8. Steen, G.J. Metaphor in *The Cancer Poetry Project*. Keynote at *Vth International Conference on Metaphor in Language and Thought*, Belo Horizonte, Brazil, 7 – 9 October 2015.
9. Steen, G.J. MIP, VIP and HIP: Modelling and measuring figuration in a 3D framework for language use. Talk at *2<sup>nd</sup> Reliability Workshop*, Vrije Universiteit Amsterdam, 3 July 2015.
10. Steen, G.J. Why deliberate metaphor theory does have a future. Talk in *Philosophy of Language program*, University of Palermo, Palermo, Italy, 8 June, 2015.
11. Steen, G.J. Discourse conditions for creative metaphor use: A genre-analytical perspective. Keynote at *2<sup>nd</sup> International Neuro Humanities Studies Dialogue: Metaphors as a source of creative thought*. University of Catania, Italy, 6-8 June 2015.
12. Steen, G.J. Metaphor, brain, and cognition. Talk at *ABC Amsterdam Brain Day*, University of Amsterdam, 1 June 2015.
13. Steen, G.J. A 3D model for metaphor. Talk at South China University of Technology, Guangzhou, P R China, 19 March 2015.
14. Van den Heerik, R.A.M. “Smoking is sóóó... sandals and white socks”: Co-creation of a Dutch anti-smoking campaign to change social norms. Guest lecture *bachelor seminar 'Health Communication'*, University of Amsterdam, 18 June 2015.

#### *Research Meetings*

17 February

Gerard Steen – Resistance to Metaphor

3 March

Britta Brugman & Kiki Renardel de Lavalette – Hyperbole Identification Procedure: An introduction

17 March

Marianna Bolognesi – Visual Metaphor, verbal metaphor and dangerous things

31 March

Gudrun Reijnierse – DMIP: A method for identifying deliberate metaphor

28 April

Sandra van der Hel – The ‘tipping point’ metaphor

12 May

Romy van den Heerik & Charlotte van Hooijdonk – ‘Smoking is sóóó...’

26 May

Christine Liebrecht – Metaphors as intensifying elements

23 June

Christian Burgers – Figurative framing

22 September

Charles Forceville – Embodied metaphor in short animation films

6 October

Anke Beger – Forms and functions of deliberate metaphors in college lectures



20 October

Valentina Cuccio – Deliberate Metaphors and Embodied Simulation

3 November

Luzia Goldmann – Transfigurations of Metaphor

17 November

Zhen Pan – Identification of Metaphors in Emotional Languages

1 December

Francesca Strik Lievers – Synaesthesia

### *Schools*

1. Metaphor Lab Amsterdam Summer school 2015, University of Amsterdam, June 14 – 19 2015.
2. Marianna Bolognesi was instructor at the *Winter school “Metaphors, dreams and psychoanalysis”*, Institution of psychoanalysis, Pisa, Italy, January 2015.

### *Symposium*

Christian Burgers was the sole organizer and convener of symposium on intercoder reliability in content analyses, Vrije Universiteit Amsterdam (July 3, 2015; speakers: Lisa Sparks, Tilo Hartmann, Gerard Steen, Wilbert Spooren, Renske van Enschoot, Jan Kleinnijenhuis, Antal van den Bosch, Florian Kunneman, Roosmaryn Pilgram, Christine Liebrecht).

### *Post-doctoral courses*

*Gerard Steen*

1. Three-day course in graduate program, University of Belgrade.  
3D model for metaphor: Metaphor in language, thought and communication.  
University of Belgrade, Belgrade, Serbia, 26 - 28 October 2015.
2. Two-day course preceding Vth Metaphor and Thought conference, University of Belo Horizonte.  
A 3D model for metaphor: Metaphor in language, thought and communication.  
University of Belo Horizonte, Brazil, 5 - 7 2015.
3. Five-day course in Metaphor Lab Amsterdam Summer School 2015.  
Analyzing metaphor in discourse: Introducing the 5-step method.  
University of Amsterdam, Amsterdam, Netherlands, 14 - 19 June 2015.
4. Five-day course in graduate program, University of Cagliari, Italy.  
A 3D model for metaphor: Metaphor in language, thought and communication.  
University of Cagliari, Cagliari, Italy, 7-17 May 2015.
5. Five-day course in graduate program, Guangzhou, China.  
A 3D model for metaphor: Metaphor in language, thought and communication.  
Guangzhou University, Guangzhou, P R China, 16 - 20 March 2015.



### *Research visit*

Gudrun Reijnierse visited Lancaster University (April - July 2015), supervisor: Elena Semino.

### *Host to visiting scholars*

Oct 2015 – Apr 2016 Pan Zhen, Jiang Su Normal University, Shanghai, China

Sep - Dec 2015 Luzia Goldman, University of Cologne, Germany

Aug – Dec 2015 Valentina Cuccio, University of Palermo, Palermo, Italy

### *Acquisition*

1. NWO Vrije Competitie program ‘Resistance to metaphor’ (2016-2021), two postdocs and three PhDs, University of Amsterdam.
2. NWO International Visitor program, ‘Metaphor and embodied simulation’, August—December 2015, Valentina Cuccio, University of Palermo, Italy.
3. Visiting scholarship Gerard Steen University Cagliari, Faculty of Humanities, Cagliari, Italy, 7-17 May 2015.
4. Network Institute Academy Assistants Grant 2014/2015 for the project: ‘Words in and out of their social context: The case of hyperbole’ (awarded to Christian Burgers and Gerard Steen).

### *Prizes and nominations*

1. Britta Brugman won the Wilhelmina Drucker Student Talent Award for talented female master students.
2. Britta Brugman was shortlisted for the Johannes van der Zouwen Master Thesis Award in the Faculty of Social Sciences at Vrije Universiteit Amsterdam, as best master thesis written in the Department of Communication Science in 2015.
3. Kiki Renardel de Lavalette was shortlisted for the FGW Master Thesis Award in the Faculty of Humanities at Vrije Universiteit Amsterdam, as best master thesis written in the Department of Communication and Information Studies (CIW) in 2015.
4. Gudrun Reijnierse was awarded first prize for best paper at ACLC Nieuw Amsterdams Peil symposium for her paper ‘How viruses and beasts affect our opinion (or not): The role of extendedness in metaphorical framing.’
5. Christian Burgers was awarded the Best Reviewer Award of the ISI-listed journal *International Journal of Advertising* (announced in: Taylor, C.R. (2015). A call for more research on ‘green’ or environmental advertising, *International Journal of Advertising*, 34(4), 573-575. doi: 10.1080/02650487.2015.1077572; lifetime achievement award for high-quality reviews over a sustained period of time).

### *Media interviews*

De metafoor zet niet altijd door. *BNR Nieuwsradio*, 18 December 2014 (Interviewed by Jelle Maasbach, <http://www.bnr.nl/radio/bnr-spitsuur/wetenschap-vandaag/896702-1412/wetenschap->



[vandaag-de-metafoor-zet-niet-altijd-door](#))

### *Blogs*

1. Burgers, C. (2015). Machtige metaforen in reclame: Wat is het recept?. Marketingfacts.nl, <http://www.marketingfacts.nl/berichten/machtige-metaforen-in-reclame-wat-is-het-recept>, published on October 22, 2015 (also published on [www.swocc.nl](http://www.swocc.nl) on October 20, 2015).
2. Burgers, C. (2015). Vraagzinnen in slogans: Een goed idee ?/! Marketingfacts.nl, <http://www.marketingfacts.nl/berichten/vraagzinnen-in-slogans-ee-goed-idee>, published on April 16, 2015 (also published on [www.swocc.nl](http://www.swocc.nl) on April 7, 2015).

### *Other activities*

1. Since November 2015 Patricia Pineda is taking part in a multi-disciplinary project in the ‘Ecological school: Veredas Unidas de Barragán in Guachené, Colombia. The goal of her intervention is to generate reflection among children, teachers and the wider school community, about the problem and causes of damages to the school facilities which are only three years old. Activities to create positive change include the participating development of visual metaphors.
2. Marianna Bolognesi gave high school talks (outreach activities) entitled “Visual Metaphors and the COGVIM project” in Siena, Italy.
3. Christian Burgers was a member of the jury for the SWOCC Master Thesis Award 2015 ([www.swocc.nl](http://www.swocc.nl)), which annually awards the best master thesis written on persuasive communication in commercial settings at Dutch universities.

