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

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

| 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


**Book chapters and articles in volumes**


**Books**

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

Series editor: Gerard Steen
with John Benjamins Publishing Company, Amsterdam/Philadelphia


**Completed PhD dissertations**


**Master theses**


**Refereed contributions to conferences and workshops**
(excluding talks for own faculty in Tilburg, Vrije Universiteit Amsterdam and UvA)


Keynotes and other invited talks

1. Bolognesi, M. COGVIM: the cognitive grounding of visual metaphor, UvA University, ACLC group.


4. Burgers, C. Figuratieve framing. Invited lecture, organized by the Vereniging Interuniversitair Overleg Taalbeheersing, University of Amsterdam, 30 October 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.

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 Enschot, 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


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.

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.’

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


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), which annually awards the best master thesis written on persuasive communication in commercial settings at Dutch universities.