

Book of Abstracts – Metaphor Festival 2017
Saturday program

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Applying FILMIP: The Filmic Metaphor Identification Procedure

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Introduction: The study of cinematographic metaphors has recently received much interest among scholars of different fields of study. It is precisely this emerging concern what has emphasized the need of an empirical method designed for the identification of these tropes in a filmic piece.

Purpose: The aim of this workshop is to illustrate the Filmic Metaphor Identification Procedure, and to apply and test the method with some TV-commercials to be analyzed by the participants in groups.

Description: The workshop will be divided into 3 stages:

The first 20 minutes will be devoted to the explanation of the procedure through one positive and one negative example. By positive we mean that the commercial has been marked as metaphorical after the application of Filmip, and by negative we mean it has been marked as non-metaphorical.

During the following 30 minutes, participants will be asked to apply the procedure in groups with two pre-selected TV-commercials.

A general discussion on the results will take place within the last 10 minutes of the workshop. The key point for the discussion will be the strengths and limits of the procedure according to the experience of the participants, and also the possible existence of culture-specific and genre-specific interpretations.

'Break it down' (visualising research)

Niek d'Hondt (talk@breakitdown.eu)

As part of the move toward analyzing metaphoric expression in terms of its multimodal realizations (e.g., Forceville & Urios-Aparisi 2009), scholars with a linguistic bent have been turning to video-recorded talk as data for analysis. This has been providing novel insights for metaphor studies, with attention being paid to the often substantial communicative role played by the visually perceptible forms of speakers' gestures (see Cienki 2013 and Cienki & Müller 2008 for overviews), not to mention the obviously visual communicative function of sign-language users' signs (e.g., Taub 2001; Wilcox 2000).

What you do matters. Your job, in one way or another, is important. However, you struggle to convey what it is you do. You want to share, but don't know how; you want to explain, but only confuse. Have you tried telling a story? Your story?

Stories have the power to transmit an abstract or complex message in a way that it is understood, remembered and shared. Stories transform the learning process into a learning experience. Telling a great story can have an impact on how the people around you see you and your work. It can help you get funding. And it shows you are invested in helping people understand and involving them in your world. But how could that possibly work for you? You, with all your data and graphs and ten syllable words? It can work and here you'll learn how.

In this workshop, I'll introduce you to the basic elements needed to tell a story and how to apply them. I'll teach you how to use the structure of films as a guideline for your own story. For this event, I will focus on metaphors and analogies as story devices as well. Powerful, they allow you to ease the audience into your subject, roping a bridge between the familiar and the unknown. These ingredients, coupled with a number of creative writing exercises will ensure you leaving with all the tools needed to get your story out there.

Bio: Niek d'Hondt is a science communication expert. He co-founded ReaGent, the first DIY biolab in Flanders, Belgium and of Ekoli, which develops new science activities for kids of all ages and underprivileged groups. Expertise gained from these two organizations allows Niek to help researchers, institutions and businesses to translate the abstract and complex into any format, aimed at any group. He offers workshops, consultancy and project work under the communication collective Break it Down.

Websites: www.reagentlab.org, www.ekoli.be & www.breakitdown.eu

Representing illness: Embodied metaphors in dementia

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Introduction: Metaphors are extremely versatile tools, being a fundamental conceptual and interactive device for understanding and communicating complex phenomena, such as illness, in more simple terms. Medical Humanities (MH) critique purely biomedical, technological or other reductive accounts of what it means, for instance, to experience illness, encounter disease or handle a therapeutic relationship. The workshop wishes to make the participants exploring their own sense of experiencing an illness-like condition as dementia by discussing together the different metaphors used by patients to describe their feeling, thus building a bridge between metaphor studies and MH.

Description: In the first part of the workshop (20 minutes) the participants will be divided into two groups. One group will develop a guided conversation on the different source domains involved in the metaphors. The other group, instead, will be invited to look at the target domain through preselected descriptions of the disease, and autonomously (electronic resources), especially focusing on cognitive and sensory impairments (memory, sight, movement). Next, both groups will be asked to briefly write down their observations.

In the second part of the workshop (40 minutes) the two groups will discuss together preselected metaphors describing dementia and cognitive-sensory impairment according to their own understanding in the first part. The observation of the source domain and of the target domain will cross-fertilize each other allowing for personal, more detailed as well as comprehensive description of dementia and of its representation via metaphor. General discussion takes off including subjective view as well as debated issues in the public debate about ageing and dementia.

Metaphor in sign language: A hands-on workshop

Roland Pfau¹ (R.Pfau@uva.nl)

¹University of Amsterdam (Netherlands)

In this workshop, we will investigate how different types of metaphors are linguistically encoded in sign languages. Background knowledge on the structure of natural sign languages is not required; the few basics that are necessary will be introduced at the outset of the workshop. We will then address different metaphor types, starting with some that are known from the study of spoken languages (e.g. orientational metaphors, conduit metaphor). Crucially, our discussion will be “hands-on”. That is, we will take the audience’s intuitions as a starting point – including their experience with co-speech gesture – and will test in how far the sign language data confirm these intuitions. In addition, we will address aspects that appear to be specific to sign languages (i.e. modality-specific aspects), such as the abundant use of metonymy in the lexicon and the interaction of metaphor with iconicity.

Workshop metaphors in jewelry

Anneke Schat¹ (schatart@telfort.nl)

Anneke Schat (1942) is a Dutch artist who creates jewelry and paintings since 1965. In this workshop, she explains why metaphors are so important for her work and she will challenge the participants to be creative themselves. Schat will give a unique insight in her sources of inspiration and her working process with the help of her diaries, full of drawings and notes of her collections of rings, necklaces, broches, etcetera. She will give examples from her collection 'metaphors of the wind' and give a peek in her latest collection inspired by her favorite movies. During the workshop, Schat invites participants to share their ideas, get inspired and create drawings.

Website: www.annekeschat.nl