

Saturday 3 September

9.30 - 10.00 Arrival and Coffee @ University Library

@ Potgieterzaal:

10.00 - 12.00 What a difference a metaphor makes?

James Lawley, Penny Tompkins (The Developing Company), Wendy Nieuwland and Maaïke Nooitgedagt

@ Doelenzaal:

Creative visual/pictorial & multimodal metaphors in advertising & cartoons

Charles Forceville (University of Amsterdam)

12.00 - 13.00 Lunch

13.00 - 14.15 Metaphor as a resource and a service for creative thinking
Tony Veale (University College Dublin)

Resistance to metaphor

Jean Wagemans and Roosmaryn Pilgram (University of Amsterdam)

14.15 - 14.45 Coffee Break

14.45 - 16.00 Yossarian.co: AI for creativity
J. Paul Neeley & Dan Foster-Smith (Yossarian Lives)

Crazy creative co-created metaphors

Romy van den Heerik (University of Amsterdam/ VU Amsterdam)

16.00 - 16.30 Closing and Awards Ceremony

@ Potgieterzaal
Gerard Steen (University of Amsterdam)



16.30 - Drinks

Locations:

- Registration and academic program of Thursday 1 September and Friday 2 September: **P. C. Hoofthuis (PCH), Spuistraat 134, 1012 VB Amsterdam.**
Closest tram stop: 'De Dam' (Dam Square).
- Program of Saturday 3 September: **University Library, Singel 425, 1012 WP Amsterdam.**
Closest tram stop: 'Spui'.

Welcome to the Metaphor Festival 2016

The Metaphor Festival is an annual conference on the use of figurative language and other modes of figurative expression. It used to be organized by the Department of English at Stockholm University. From 2006 through 2015, a series of ten successful conferences was held in Stockholm bringing together researchers from a broad range of academic disciplines, working within different theoretical and methodological paradigms in a creative, internationally oriented, and friendly atmosphere.

Last year, the Stockholm organizers have asked us, the people from the Metaphor Lab Amsterdam, whether we would like to continue this tradition, and we are more than happy to do so.

So here we are, in Amsterdam... Welcome at the Metaphor Festival 2016!

We hope you will enjoy a lot of inspiring research talks and workshops, meet other metaphor scholars and of course, enjoy our lovely city!

The Organizing Committee

Gerard Steen - Christian Burgers - Marianna Bolognesi - Amber Boeynaems - Britta Brugman - Romy van den Heerik



In case you want to contact us:

- During conference hours, you can call Amber on phone number +31 6 22 58 22 58
- Outside conference hours, you can call Gerard on phone number + 31 6 54 38 66 40
- You can send an e-mail to metaphorfestivalamsterdam@gmail.com at any time

Program



METAPHOR FESTIVAL

31 AUG - 3 SEP 2016

AMSTERDAM - THE NETHERLANDS

WWW.METAPHORLAB.ORG



Wednesday 31 August

17.00 - 19.00 Registration @ P.C. Hoofthuis, hallway
20.30 - 23.00 Warm-up drinks @ Cafe Sanders, Raadhuisstraat 6 (next door to P.C. Hoofthuis)

Thursday 1 September

8.30 - 12.00 Registration (ongoing) @ PCH, hallway
9.00 - 9.15 Opening Ceremony @ PCH, Room 1.04
Nils-Lennart Johannesson and Gerard Steen
9.15 - 10.15 Plenary Lecture: Good metaphors and where you find them @ PCH, Room 1.04 - Tony Veale

10.15 - 10.45 Coffee Break

10.45 - 12.15 Parallel Session 1

Metaphor and Philosophy @ PCH, Room 3.01 Chair: <i>Elisabetta Gola</i>	Metaphors in Foreign-Language Learning @ PCH, Room 4.04 Chair: <i>Linda Greve</i>	Metaphor and Representation @ PCH, Room 5.02 Chair: <i>Nils-Lennart Johannesson</i>	Divisive and Attractive Metaphors @ PCH, Room 5.60, Chair: <i>Camiel Beukeboom</i>
Analysis of Ontological and Epistemological Metaphors in Philosophy - Vyacheslav Abramenko	Comparing the relative effects of metaphor-awareness raising approach with traditional approach on the development of EFL learners' knowledge about the different degrees of certainty	Czechs and Poles who are "ting tang tong" - Sylva Švejdarová	Language of crisis: language of polarities - Izabela Dixon, Harald Ulland
Philosophical Metaphors: Plato's Allegory of the Cave and Emma Donoghue's Room - Ilana Shiloh	Metaphorical teaching idioms in an EFL context - Brenda Castillo, Jesús Zepeda, Karina Verdin	The Role of Metaphor and Metonymy in Verbal and Visual Meaning Construction - Elina Veinberga	Cultural Narratives of Social Problems Through Metaphors - Inna Skrynnikova
The discovery of a functional genus: when metaphors fulfill an argumentative inferential function - Chiara Pollaroli	French Idioms: blending and analogy in the treatment of figurativeness by Italian students - Albano Mariangela	On little men in the boat, sowing wild oats, and uncooked wieners: euphemistic and dysphemistic metaphors of sex in Californication - Katarzyna Gawel	Attractive Apps: Explaining Download Success with Visual Metaphors and Other Cues - Benjamin Johnson, Christian Burgers, Allison Eden

12.15 - 13.15 Lunch Break

13.15 - 14.45 Parallel Session 2

Metaphor and Literature 1 @ PCH, Room 3.01 Chair: <i>David Minugh</i>	Metaphoric Verbs in Action @ PCH, Room 4.04 Chair: <i>Allison Creed</i>	Metaphor and Resilient Societies @ PCH, Room 5.02 Chair: <i>Kathleen Ahrens</i>	Metaphor in Advertising @ PCH, Room 5.60, Chair: <i>Kiki Renardel de Lavalette</i>
Haven't we been cognitive already? Traditions of Metaphor Theory in Literary Studies - Luzia Goldmann	Action verbs and metaphor processes: data from the IMAGACT ontology of actions - Alessandro Panunzi, Paola Vernillo	Creating jobs only for women: A metaphor analysis - Reem Alkhamash	Identification of Gendered Emotion Metaphors in Chinese and English Beer and Cosmetics Commercials - Zhen Pan
Metaphor in Raymond Queneau's "Exercises in Style" - Aleksandra Majdzińska	When What We Do Become What We Say - Joint epistemic action as starting point for metaphoricity - Linda Greve	Metaphors about refugee in Norwegian public debate 2015-2016 - Norunn Askeland	The impact of perceived complexity on the appreciation of explicit and implicit visual metaphors in advertising - Anne Vos

The Book of Nature as a conceptual metaphor and its linguistic representation in English poetry - Olga Altukhova
Denominal verbs and Metaphor: A Look at Romanian. 'Stop foxing around, verbs! You're gonna get us all confused!' - Adina Camelia Bleotu
How refugee metaphors influence our political opinions - Britta Brugman, Christian Burgers

14.45 - 15.15 Coffee Break

15.15 - 16.45 Parallel Session 3

Metaphor and Literature 2 @ PCH, Room 3.01 Chair: <i>Luzia Goldmann</i>	Experimental Research on Metaphor and Irony @ PCH, Room 4.04 Chair: <i>Benjamin Johnson</i>	Metaphor in Journalism @ PCH, Room 5.02 Chair: <i>Amber Boeynaems</i>
Dickens's Personification and Style: With a Special Focus on the First-Person Narrative Perspectives - Saoko Funada	Time-Moving and Ego-Moving Metaphors in the Croatian Language – an Experimental Study - Mirjana Tonkovic, Kristina S. Despot	Metaphor in broadcast journalism - Zbigniew Kopec
Wanderings in the Footsteps of the Suitor: Metaphor and Symbol in the Noh Play Kayoi Komachi - Stina Jelbring	The role of defaultness in sarcasm interpretation: Evidence from eye-tracking during reading - Ruth Filik, Hannah Howman, Rachel Giora	Domesticated animals and farm life as source domains for metaphors in Polish political journalism - Ewa Gieron-Czeczor
Metaphors and imagination in literature: the case of science fiction novel series of XXI century - Elisabetta Gola, Emiliano Ilardi	How ironic remarks about social-category members contribute to stereotype formation - Camiel Beukeboom, Christian Burgers	Metaphorical Mirrors of the West: China in the British Economic Press - Minyao Tang

17.00 - 17.45 Resistance to Metaphor @ PCH, Room 1.04 - Gerard Steen, Jean Wagemans, Francisca Snoeck Henkemans, Corina Andone, Roosmaryn Pilgram, Lotte van Poppel, Kiki Renardel de Lavalette, Andreas Finsen, Dunya Wackers
18.00 - 19.30 Drinks - Sponsored by John Benjamins Publishing Company @ Cafe Sanders

Friday 2 September

9.15 - 10.15 Plenary Lecture @ P.C. Hoofthuis, Room 1.04
Using Clean Language to Model Embodied Mental Metaphors
James Lawley (The Developing Company)

10.15 - 10.45 Coffee Break

10.45 - 12.15 Parallel Session 4

Metaphor in Education @ PCH, Room 3.01 Chair: <i>Lettie Dorst</i>	Metaphor of and over Time @ PCH, Room 4.04 Chair: <i>Kristina Despot</i>	Special Metaphors @ PCH, Room 5.02 Chair: <i>Gudrun Reijniere</i>	Metaphor in Political Communication @ PCH, Room 5.60 Chair: <i>Christian Burgers</i>
Metaphor in academic lectures - Tina Krennmayr, S. Meekel	Acquisition and Representation of Temporal Concepts and Domain - Tomoko Usui	Gauging the amount of metaphor in specialist discourse. Syntactic functions and semantic roles of key names in focus - Piotr Twardzisz	The effects of metaphorical framing of political issues: A systematic literature review - Amber Boeynaems, Christian Burgers, Elly Konijn, Gerard Steen
Recontextualization of deliberate metaphors in a college lecture: Problems that arise when metaphorical concepts of academic articles are misrepresented - Anke Beger	Metaphor Analysis in the Study of Career and Work - Allison Creed	What's in the stomach is used to carry what's on the head: An ethnography of food metaphor in Efik proverbs - Eyo Mensah	Mappings from the Source Domain of War in Hong Kong Policy Addresses - Kathleen Ahrens

Conceptual Metaphor in ELT - A Key to Language Proficiency? - Katharina Peterke
A Diachronic Investigation of the GREAT CHAIN Metaphor in Religious and Political Discourse – from Early Modernism through Enlightenment - Csenge Eszter Aradi
Metaphorisation of terminology in scientific prose: Exploring the (MTCs) corpus of research articles in microelectronics, telecommunication and computer science - Aleksandra Makowska
Metaphor as a tool of legitimization in Taiwanese political discourse - Cheng-Wen Lin

12.15 - 13.15 Lunch Break

13.15 - 14.45 Parallel Session 5

Metaphor Scenarios and Interactivity @ PCH, Room 3.01 Chair: <i>Zhen Pan</i>	Metaphor and Cognition @ PCH, Room 4.04 Chair: <i>Ruth Filik</i>	New Approaches to Corpus Analysis @ PCH, Room 5.02 Chair: <i>Gerard Steen</i>	Metaphor and Health @ PCH, Room 5.60 Chair: <i>Romy van den Heerik</i>
Mute Points Taken for Granite: Eggcorns, Malapropisms, and Metaphoric Interactivity - Stephen Neaderhiser	Metaphor and cognitive saliency: A cognitive-functional approach to figurative language - Tetsuta Komatsubara	Identifying metaphors in Japanese: An inquiry into applying MIP and MIPVU - Asako Nakano, KJ Nabeshima	Feeling blue in Serbian: A Culture's Treatise on Depression - Aleksandra Orasanin
What motivates the ham sandwich to sit at table 20: A pragmatic account of metonymies - Bárbara Eizaga	Metaphors We Feel By: Interoceptive sensations as natural disasters - Alexandra Nagornaya	DMIP: A method for identifying potentially deliberate metaphor in language use - Gudrun Reijniere, Christian Burgers, Tina Krennmayr, Gerard Steen	Investigating obesity metaphors in personal narratives - Danniella Samos
"Platypus", "Macaca", "Goldilocks" and Other "Perhaps-Inevitable" Moments - Alexandra Nagornaya	Expressions which describe excess and conceptual metaphor - Shun Kudo	Metaphor, Hyperbole, and Irony: Uses in Isolation and in Combination in Written Discourse - Christian Burgers, Kiki Renardel de Lavalette, Gerard Steen	Eros as Thanatos: The Conceptualization of Sex as a Destructive Force in Serbian - Ana Bjelogrić

14.45 - 15.15 Coffee Break

15.15 - 16.45 Parallel Session 6

Metaphor and Religion @ PCH, Room 3.01 Chair: <i>Britta Brugman</i>	Metaphor and Variation @ PCH, Room 4.04 Chair: <i>Tina Krennmayr</i>	Deliberate Metaphor @ PCH, Room 5.02 Chair: <i>Anke Beger</i>	Multimodal Metaphor @ PCH, Room 5.02 Chair: <i>Marianna Bolognesi</i>
Sovereignty Metaphors in Southern Baptist Rhetoric: An Analysis of Conceptual Metaphors in Westboro Baptist and Pleasant Valley Baptist Church Sermons - Tyler Kibbey	Cross-linguistic influences on the acquisition of metaphorical expressions - Mengying Xia	Behind the kappa-score: intercoder reliability and the identification of potentially deliberate metaphor in language use - Gudrun Reijniere, Kiki Renardel de Lavalette	Similarity is Closeness: using distributional semantic spaces to model similarity in visual and linguistic metaphors - Laura Aina, Marianna Bolognesi
Not a Holy Father: Responses of Dutch Muslim Teenagers to Christian Metaphors - Lettie Dorst, Marry-Loïse Klop	The color system in Náayeri and Wixárika: Can colors name something else? - Karina Ivett Verdin Amaro, Jesahe Herrera Ruano, Rodrigo Parra Gutiérrez, Jesús Zepeda Huerta	Deliberate metaphors in non-native discourse: Creativity & cultural variation - Rocío Cuberos	How limits can be pushed: Action, metaphor, and gesture - Yao Tong, Alan Cienki
The interplay of sensorimotor and cultural experiences in biblical metaphors of sin - Marcin Kuczok	"The heartache is so [big] that your head aches" – cognitive-linguistic insights into 'headachy' and 'heartachy' metaphorical conceptualisations; an English-Polish contrastive perspective - Adam Palka	Conventional and deliberate metaphor use in ex-trans and transgender personal stories - Julián Albaladejo	Conceptual metaphors in dance performance - Julia Ostanina-Olszewska

19.00 Conference Dinner