



METAPHOR LAB
AMSTERDAM

Annual report
2016



Introduction

The year 2016 saw the second year of the Metaphor Lab Amsterdam's work as an interuniversity expertise centre between the University of Amsterdam and VU University Amsterdam. We have continued work in five research themes, an overview of which is provided in table 1 below. The themes focus on (a) deliberate metaphor, (b) metaphor and multimodality, (c) variation in metaphor, (d) figurative framing, and (e) metaphor and argumentation. In 2016 the number of researchers involved in these themes rose to over 20, including research master students, PhDs, postdocs, and professors. 2016 also saw the launch of a renewed advisory board with international experts from various disciplines from all over the world offering their help in various ways. We hosted seven visiting scholars from countries like China, Croatia and Italy, generating a vibrant, cutting edge dialogue on all sorts of topics included in the study of metaphor.

The major development in the lab comprised the acquisition of a new research program through funding by the Netherlands Organization of Scientific Research, NWO, on 'Resistance to metaphor'. This is a program which bridges two research themes in the lab, Deliberate Metaphor and Metaphor and Argumentation. The goal of the program is to examine how people can resist metaphor by counter-argumentation to the argumentative structure that is implicit in most metaphor, as when cancer portrayed as violence, a fight or even a war, or when the growth of Islamic culture in the west is called a tsunami. The question we raise is what it takes for people to go against such images and their presuppositions and entailments. On September 1, three PhD students started their research on resistance to metaphor in the fields of science, the media, and politics, with a fourth project sponsored by the Chinese Science Council on metaphor in aphasia being aligned with the program. From 1 January, 2017, these projects have been complemented by two postdoc projects on modelling resistance and experimentally testing it. Apart from its obvious applied potential, the program is also meant to advance theoretical work about deliberate metaphor and its relation to argumentation.

Research output includes seven articles in refereed journals, four book chapters, one PhD dissertation, 27 presentations at national and international conferences, and two new volumes in the MiLCC book series. Highlights include the results published in high-ranking cognitive science outlets of Marianna Bolognesi's ERC Marie Curie fellowship devoted to the cognitive grounding of visual metaphor, COGVIM, and Christian Burgers' NWO Veni project on figurative framing

published in two top communication science journals. Thus, Bolognesi showed that the expression of metaphors in language is based in different knowledge structures than the expression of metaphors in visuals, linguistic metaphor depending more on abstract knowledge than visual metaphor. Burgers showed that metaphor, irony and hyperbole can all be addressed from one consistent theoretical perspective based in figurative framing, and developed a reliable procedure for hyperbole identification that is another instrument in the toolkit for figurative language analysis that the Metaphor Lab has been building up over the years.

Two substantial events were also organized by the lab. The end of August was the first time that the Metaphor Lab Amsterdam version of the Metaphor Festival took place: this conference had always been held in Stockholm, Sweden, but at the request of the Swedish organizers has now been moved to Amsterdam. Attendance and atmosphere displayed a great measure of continuity and it looks as if this will turn into an exciting task for the lab that will be here to stay for a while.

In November, the international Symposium on Abstract Concepts: Structure, Processing and Modelling took place (<https://abstractconceptsnet.wordpress.com/>). Hosted by the Metaphor Lab, the symposium was sponsored by EU Marie Curie Cogvim, KNAW (Royal Dutch Academy of Science), ABC Amsterdam Brain and Cognition (UvA), and the Network Institute. The event was attended by 100+ international delegates.

These are just the highlights of the output of the Metaphor Lab's work from 2016. Full details can be found in the following pages. Below you will find an overview of the five themes and the current projects included in them. For more information, please contact us at info@metaphorlab.org

Amsterdam, 24 April 2017,

Gerard Steen

Table 1. Current projects

Theme	Project	People	Funding source	Projected year of completion	Output
<i>Deliberate metaphor</i>	Deliberate Metaphor Theory	Steen	University of Amsterdam		Articles
	The value of deliberate metaphor	Reijnierse	NWO	2017	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 plus articles
	Embodied simulation and metaphor	Cuccio & Steen	NWO	2017	Book plus articles
	Inhibition of the non-deliberate	Skagenholt	University of Amsterdam	2016	Research report
<i>Multimodal metaphor</i>	COGVIM	Bolognesi	Marie Curie fellowship	2017	4 Articles
	Abstract concepts	Bolognesi & Steen	EU Marie Curie KNAW ABC (UvA) Network Institute	2017	Symposium plus special issue of TopiCS journal plus book
	Visual metaphor: Structure and process	Steen	NWO	2017	Book
	Tagging tool for VisMet Baby corpus	Bolognesi, Timmermans, Aroyo	Network Institute	2017	Crowdsourced image annotations for the Vismet corpus
<i>Variation in metaphor</i>	Uncovering metaphorical alignment in cross-cultural conversations using a semantic annotation tool	Krennmayr	Vrije Universiteit Amsterdam	2017	Article
	Exploiting metaphor to teach phrasal and prepositional verbs	Krennmayr	Vrije Universiteit Amsterdam		

	MIPVU across languages	Nacey, Dorst, Krennmayr, Reijnierse	Vrije Universiteit Amsterdam	2018	Book
<i>Figurative framing</i>	Figurative framing	Burgers	NWO/VENI	2018	Articles
	Dynamics of Figurative Frames in Dutch Public Discourse	Boeynaems	Vrije Universiteit Amsterdam	2018	PhD plus articles
	Metaphorical frames work in voters' political decision-making	Brugman	Vrije Universiteit Amsterdam	2021	PhD plus articles
	Constructive and Creative Co-Creation Campaigns	Van den Heerik, Burgers, Jong Tjien Fa, Droog	Network Institute Academy Assistant Project	2017	Article
	Metaphor in Health Communication	Van den Heerik	External PhD Project	2019	PhD plus articles
<i>Metaphor and argumentation</i>	Resistance to metaphor in science	Finsen	NWO	2019	PhD plus articles
	Resistance to metaphor in politics	Renardel de Lavalette	NWO	2019	PhD plus articles
	Resistance to metaphor in the media	Wackers	NWO	2019	PhD plus articles
	Metaphor use in Chinese aphasia health care	Jie Fu	China Scholarship Council	2020	PhD plus articles
	Modeling resistance to metaphor	Van Poppel	NWO	2018	Articles
	Testing resistance to metaphor	Pilgram	NWO	2018	Articles
	Resistance to metaphor	Steen, Andone, Plug & Wagemans	NWO	2021	Book

Publications

Articles in refereed scientific journals

- (1) Bolognesi, M. (2016). Modeling semantic similarity between metaphor terms of visual vs. linguistic metaphors through Flickr tag distributions. *Frontiers in Communication*, 1:9, 1-13.
- (2) Burgers, C. (2016). Conceptualizing change in communication through metaphor. *Journal of Communication*, 66(2), 250-265. doi: 10.1111/jcom.12211
- (3) Burgers, C., & Beukeboom, C.J. (2016). Stereotype transmission and maintenance through interpersonal communication: The Irony Bias. *Communication Research*, 43(3), 414-441. doi: 10.1177/0093650214534975
- (4) Burgers, C., Brugman, B.C., Renardel de Lavalette, K.Y., & Steen, G.J. (2016). HIP: A method for linguistic hyperbole identification in discourse. *Metaphor and Symbol*, 31(3), 163-178. doi: 10.1080/10926488.2016.1187041
- (5) Burgers, C., Eden, A., de Jong, R., & Buningh, S. (2016). Rousing reviews and instigative images: The impact of online reviews and visual design characteristics on app downloads. *Mobile Media and Communication*, 4(3), 327-346. doi: 10.1177/2050157916639348
- (6) Burgers, C., Konijn, E.A., & Steen, G.J. (2016). Figurative Framing: Shaping public discourse through metaphor, hyperbole and irony. *Communication Theory*, 26(4), 410-430. doi: 10.1111/comt.12096
- (7) Wagemans, J.H.M. (2016). Analyzing metaphor in argumentative discourse. *Rivista Italiana di Filosofia del Linguaggio*, 10(2), 79-94.

Articles for a general public

Renardel de Lavalette, K.Y., Burgers, C., & Steen, G.J. (2016). Verzorgende ouder of strenge vader: Morele metaforen in de Amerikaanse politiek [Nurturant parent or strict father: Moral metaphors in American politics]. *Tekst[blad]*, 22(2), 12-15.

Book chapters and articles in volumes

- (1) Bolognesi M. (2016). Flickr Distributional TagSpace: Evaluating the Semantic Spaces emerging from Flickr Tags Distributions. In M. Jones (Ed.), *Big Data in Cognitive Science*, pp. 144-173. New York: Routledge.
- (2) Steen, G.J. (2016). Mixed metaphor is a case of deliberate metaphor. In R.W. Gibbs, jr., (Ed.), *Mixed metaphor*, pp. 113-132. Amsterdam: John Benjamins.

- (3) Steen, G.J. (2016). Sensory motor concepts and metaphor in usage. In L. Ströbel (Ed.), *Sensory Motor Concepts—at the Crossroads between Language & Cognition*, pp. 85-108. Düsseldorf: Düsseldorf University Press.
- (4) Steen, G.J. (2016). Metaphor and style through genre, with illustrations from Carroll Ann Duffy's *Rapture*. In V. Sotirova (Ed.), *Companion to stylistics*, pp. 308-324. London: Continuum.

PhD dissertation

Linda Greve (Aarhus BSS Graduate School): *Metaphors for Knowledge in Knowledge-Intensive Groups*, 5 February 2016.

Books

Volumes in Metaphor in Language, Cognition and Communication (MiLCC) Amsterdam, John Benjamins.

- Vol. 6. Gibbs, Raymond W., jr. (Ed.), 2016. *Mixing Metaphor*.
- Vol. 5. Elisabeta Gola and Francesca Ervas (Eds.), 2016. *Metaphor and Communication*.

Presentations

Keynotes and other invited talks

Marianna Bolognesi

- (1) *Vismet 1.0: an Online Annotated Corpus of Visual Metaphors*. Invited plenary speaker at the symposium Building Figurative Language Repositories: Methods, Risks and Challenges at the Institute of Croatian Language and Linguistics and Croatian Institute of History, Zagreb (Croatia), 28 May 2016.
- (2) *Flickr Distributional Tagspace*. Invited speaker at CompSem Lab, Computer Science Department, University of Colorado (USA), 6 January 2016.
- (3) *A golden team: Text and Image*. Invited lecturer at the Academy for Text and Image, Amsterdam (The Netherlands), 21 June 2016.

Christian Burgers

- (4) *Figurative framing*. Keynote at the symposium The Role of Metaphor in the Definition and Social Perception of Conflict Issues: Institutions, Media, and Citizens at the University of Tarragona (Spain), 12 December 2016.
- (5) *The political impact of metaphors*. Keynote at the international conference MetaPol – Metaphors in Political Discourse at the Université de Liège (Belgium), 1–2 December 2016.
- (6) *Visual metaphors in the wild*. Invited talk for special session at the 11th Conference of the Association for Researching and Applying Metaphor (RAAM11), Free University of Berlin (Germany), 1–4 July 2016.

Gerard Steen

- (7) *A model for metaphor in scientific knowledge and science communication*. Keynote at the symposium Metaphor as a Means of Knowledge Communication at Perm State University (Russia), 10-14 October 2016.
- (8) *Stijl tussen taal en communicatie: een genre-analytisch perspectief*. Talk at the symposium Neerlandistiek met Stijl, Universiteit van Leiden (The Netherlands), 30 september 2016.
- (9) *Core concepts of DMT: Intentions, attention, and genre knowledge*. Keynote at the Excellence Cluster TOPOI workshop ‘The Premeditated Path. Deliberate metaphor in Ancient and Modern Texts’ in Berlin (Germany), 7-8 July 2016.
- (10) *Food as metaphor: Deliberateness and resistance in food-for-sex (and sex-for-food) metaphors*. Keynote at the 2nd International Conference on Food and Culture in Translation at the University of Catania (Italy), 19-21 May 2016.
- (11) *Language and discourse via genre*. Keynote at the 10th International IDEA conference, ‘Studies in English’ at Boğaziçi University, Istanbul (Turkey), 14-16 April 2016.
- (12) *“Life is life”*: *Veranderende perspectieven in de taalwetenschap*. Inaugural speech at the Faculty of Humanities, University of Amsterdam (The Netherlands), 12 February 2016.

Refereed contributions to conferences and workshops

- (1) Beukeboom, C. “How ironic remarks about social-category members contribute to stereotype formation” (co-authored with Christian Burgers). Metaphor Festival Amsterdam, The Netherlands.

- (2) Boeynaems, A. “The effects of metaphorical framing of political issues on opinion: A systematic literature review” (co-authored with Christian Burgers, Elly Konijn and Gerard Steen). MetaPol, Liège, Belgium.
- (3) Boeynaems, A. “The effects of metaphorical framing of political issues: A systematic literature review (co-authored with Christian Burgers, Elly Konijn and Gerard Steen). Metaphor Festival Amsterdam, The Netherlands.
- (4) Boeynaems, A. “Different perspectives on the effects of metaphorical framing of political issues: A systematic literature review” (co-authored with Christian Burgers, Elly Konijn and Gerard Steen). Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- (5) Bolognesi, M. “Visual synaesthesia in print advertising”. Perception Metaphor 2016, Max Planck Institute for Psycholinguistics, Nijmegen, The Netherlands.
- (6) Bolognesi, M. “Similarity is Closeness: Using Distributional Semantic Spaces to model Similarity in Visual and Linguistic Metaphors”. Metaphor Festival Amsterdam, Amsterdam, The Netherlands.
- (7) Bolognesi, M. “Exploring visual synaesthesia in print advertising”. Metaphor Festival Amsterdam, The Netherlands.
- (8) Bolognesi, M. “Exploring the content of source and target domains in visual vs verbal metaphors through semantic features norms”. 6th UK Cognitive Linguistics Conference, Bangor, UK.
- (9) Bolognesi, M. “Visual Metaphor: an online corpus and a model of analysis”. Researching and Applying Metaphor, Berlin, Germany.
- (10) Brugman, B. “How Refugee Metaphors Influence Our Political Opinions (co-authored with Christian Burgers). MetaPol, Liège, Belgium.
- (11) Brugman, B. “How refugee metaphors influence our political opinions” (co-authored with Christian Burgers). Metaphor Festival Amsterdam, The Netherlands.
- (12) Brugman, B. “Reclassifying Political Frames: A systematic Review of Metaphorical Framing (co-authored with Christian Burgers and Gerard Steen). Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- (13) Burgers, C. “Introducing a three-dimensional model of verbal irony: Irony in language, in thought, and in communication” (co-authored with Gerard Steen). Conference of the National Communication Association (NCA), Philadelphia, USA.

- (14) Burgers, C. “HIP: A method for linguistic hyperbole identification in discourse” (co-authored with Britta Brugman, Kiki Renardel de Lavalette and Gerard Steen). Conference of the National Communication Association (NCA), Philadelphia, USA.
- (15) Burgers, C. “Metaphor, Hyperbole, and Irony: Uses in Isolation and in Combination in Written Discourse” (co-authored with Kiki Renardel de Lavalette and Gerard Steen). Metaphor Festival Amsterdam, The Netherlands.
- (16) Heerik, R.A.M. van den. “Crazy creative co-created metaphors: a corpus analysis” (co-authored with Christian Burgers, Charlotte van Hooijdonk, Gerard Steen and Lisa Sparks). Researching and Applying Metaphor, Berlin, Germany.
- (17) Johnson, B. “Attractive Apps: Explaining Download Success with Visual Metaphors and Other Cues” (co-authored with Christian Burgers and Allison Eden). Metaphor Festival Amsterdam, The Netherlands.
- (18) Krennmayr, T. & Meekel, S. “Metaphor in academic lectures: a register perspective”. Metaphor Festival Amsterdam, The Netherlands.
- (19) Krennmayr, T. “Metaphor, part-of speech and register variation: Methodological challenges and corpus research”. Researching and Applying Metaphor, Berlin, Germany.
- (20) Krennmayr, T. “Taste, sound, touch, sight, smell: Exploring metaphors across registers using a semantic annotation tool”. Perception Workshop, Max Planck Institute for Psycholinguistics, Nijmegen, The Netherlands.
- (21) Pilgram, R. & Wagemans, J.H.M. “Resistance to metaphor”. Metaphor Festival, The Netherlands.
- (22) Reijnierse, G. “DMIP: A method for identifying potentially deliberate metaphor in language use” (co-authored with Christian Burgers, Tina Krennmayr and Gerard Steen). Metaphor Festival Amsterdam, The Netherlands.
- (23) Renardel de Lavalette, K. “How to Identify Moral Language in Presidential Speeches: A comparison between two methods of content analysis” (co-authored with Gerard Steen and Christian Burgers). Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- (24) Steen, G.J. “Resistance to Metaphor” (with Andreas Finsen, Kiki Renardel de Lavalette, Dunja Wackers). Metaphor Festival Amsterdam, The Netherlands.
- (25) Steen, G.J. “Introducing Deliberate Metaphor Theory”. Symposium on ‘Empirical and computational approaches to metaphor and figurative language’ at Cogsci, Philadelphia, PA, USA.

- (26) Steen, G.J. “Resistance to Metaphor”. Researching and Applying Metaphor, Berlin, Germany.
- (27) Van den Heerik, R.A.M. “Crazy creative co-created metaphors”. Metaphor Festival Amsterdam, The Netherlands.

Events

- Metaphor Festival 2016, University of Amsterdam, August 31 – September 3.
- Abstract Concepts: Structure, processing and modelling, University of Amsterdam, November 18th 2016

Research Meetings

- (1) 26 January
Maaïke Nooitgedagt & Wendy Nieuwland
Gewoon aan de Slag
- (2) 9 February
Paula Perez Sobrino (Post-doc, University of Birmingham)
Metaphors music lives by
- (3) 23 February
Yao Tong (PhD, Vrije Universiteit Amsterdam)
How limits can be pushed: Action, metaphor and gesture
- (4) 22 March
Kristina Despot (Post-doc, Institute of Croatia Language and Linguistics)
The Croatian Metaphor Repository project
- (5) 19 April
Marianna Bolognesi (Post-doc, University of Amsterdam) & Laura Aina (Master student University of Amsterdam)
The current status of the COGVIM project
- (6) 3 May
Roosmaryn Pilgram (Post-doc, University of Amsterdam)
Testing Resistance to Metaphor
- (7) 17 May
Mikael Skagenholt (Master student, University of Amsterdam)
Semantic priming in deliberate metaphor comprehension

- (8) 31 May
Julián Albaladejo Suárez (Master student, University of Amsterdam)
Non-deliberate and deliberate metaphor use in Ex-transgender Christian personal stories
- (9) 27 September
Tina Krennmayr (Assistant professor, Vrije Universiteit Amsterdam)
Metaphors in Academic Talk
- (10) 11 October
Marco del Tredici (PhD, University of Amsterdam)
Assessing the Potential of Metaphoricity of Verbs Using Corpus Data
- (11) 25 October
Karola Woll (Master student, Leiden University)
MIPVU and German – How Does This Work?
- (12) 8 November
Giulia Frezza (PhD, Sapienza University Rome)
Risk and responsibility: metaphors in health communication
- (13) 22 November
Joep Cornelissen (Professor of Corporate Communication and Management, Rotterdam School of Management)
Entrepreneurial communication
- (14) 20 December
Joost Schilperoord (Assistant professor, Tilburg School of Humanities)
The rhetorical uses of depictions of cast shadows

Host to visiting scholars

- (1) Giulia Frezza (Sapienza University of Rome, Italy), visit to Metaphor Lab Amsterdam, November
- (2) Maryam Saneie (Tarbiat Modares University, Theheran), September 2016 – present.
- (3) Prof. dr. Albert N. Katz (University of Western Ontario, Canada), July 2016.
- (4) Zaga Vuckovic (University of Belgrade, Serbia), visit to Metaphor Lab Amsterdam, May 2016.
- (5) Francesca Strik Lievers (University of Pisa, Italy), visit to Metaphor Lab Amsterdam, February – March 2016.

- (6) Kristina Despot (Croatian Metaphor Repository), visit to Metaphor Lab Amsterdam, January 2016.
- (7) Zhen Pan (Juangsu Normal University, China), visit to Metaphor Lab Amsterdam, October 2015-April 2016.

Research visit

Christian Burgers: Visiting Assistant Professor to the Department of Communication Studies, Chapman University, Orange, CA (USA). Taught course: HCOM-596: Language and Communication (January 2016).

MA courses

Power of Metaphor (Vrije Universiteit Amsterdam) – Tina Krennmayr

In the news

- (1) Eric van der Spek, *De Poolse hond en de gouden stoel: metaforen aan de macht in Amsterdam*. Onze Taal, 11, 20-21.
- (2) Gemma Venhuizen, *De man van de metaforenopruijningsdienst*. NRC, 26/27 November 2016.

Blogs

- (1) Alice Deignan (University of Leeds, UK)
Metaphors and ‘translations’ of science for school students
- (2) Albert Katz (University of Western Ontario, Canada)
A Potpourri of Recent Research from the Laboratory
- (3) Elisabetta Gola (University of Cagliari, Italy)
Metaphors for reasoning
- (4) Jeannette Littlemore and Paula Perez-Sobrinó (University of Birmingham, UK)
EMMA
- (5) Tony Veale (University College Dublin, Ireland)
Ways of Seeing and Not Seeing with Metaphor
- (6) Rachel Giora (Tel Aviv University, Israel)
The Defaultness Hypothesis