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>
<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><strong>Deliberate metaphor</strong></td>
<td><strong>Deliberate Metaphor Theory</strong></td>
<td>Steen</td>
<td>University of Amsterdam</td>
<td></td>
<td>Articles</td>
</tr>
<tr>
<td></td>
<td>The value of deliberate metaphor</td>
<td>Reijnierse</td>
<td>NWO</td>
<td>2017</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 plus articles</td>
</tr>
<tr>
<td></td>
<td>Embodied simulation and metaphor</td>
<td>Cuccio &amp; Steen</td>
<td>NWO</td>
<td>2017</td>
<td>Book plus articles</td>
</tr>
<tr>
<td></td>
<td>Inhibition of the non-deliberate</td>
<td>Skagenholt</td>
<td>University of Amsterdam</td>
<td>2016</td>
<td>Research report</td>
</tr>
<tr>
<td><strong>Multimodal metaphor</strong></td>
<td><strong>COGVIM</strong></td>
<td>Bolognesi</td>
<td>Marie Curie fellowship</td>
<td>2017</td>
<td>4 Articles</td>
</tr>
<tr>
<td></td>
<td>Abstract concepts</td>
<td>Bolognesi &amp; Steen</td>
<td>EU Marie Curie KNAW ABC (UvA) Network Institute</td>
<td>2017</td>
<td>Symposium plus special issue of TopiCS journal plus book</td>
</tr>
<tr>
<td></td>
<td>Tagging tool for VisMet Baby corpus</td>
<td>Bolognesi, Timmermans, Aroyo</td>
<td>Network Institute</td>
<td>2017</td>
<td>Crowdsourced image annotations for the Vismet corpus</td>
</tr>
<tr>
<td><strong>Variation in metaphor</strong></td>
<td>Uncovering metaphorical alignment in cross-cultural conversations using a semantic annotation tool</td>
<td>Krennmayr</td>
<td>Vrije Universiteit Amsterdam</td>
<td>2017</td>
<td>Article</td>
</tr>
<tr>
<td></td>
<td>Exploiting metaphor to teach phrasal and prepositional verbs</td>
<td>Krennmayr</td>
<td>Vrije Universiteit Amsterdam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIPVU across languages</td>
<td>Nacey, Dorst, Krennmayr, Reijnierse</td>
<td>Vrije Universiteit Amsterdam</td>
<td>2018</td>
<td>Book</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------</td>
<td>----------------------------</td>
<td>-------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td><strong>Figurative framing</strong></td>
<td>Figurative framing</td>
<td>Burgers</td>
<td>NWO/VENI</td>
<td>2018</td>
<td>Articles</td>
</tr>
<tr>
<td>Dynamics of Figurative Frames in Dutch Public Discourse</td>
<td>Boeynaems</td>
<td>Vrije Universiteit Amsterdam</td>
<td>2018</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td>Metaphorical frames work in voters' political decision-making</td>
<td>Brugman</td>
<td>Vrije Universiteit Amsterdam</td>
<td>2021</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td>Constructive and Creative Co-Creation Campaigns</td>
<td>Van den Heerik, Burgers, Jong Tjien Fa, Droog</td>
<td>Network Institute Academy Assistant Project</td>
<td>2017</td>
<td>Article</td>
<td></td>
</tr>
<tr>
<td>Metaphor in Health Communication</td>
<td>Van den Heerik</td>
<td>External PhD Project</td>
<td>2019</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td><strong>Metaphor and argumentation</strong></td>
<td>Resistance to metaphor in science</td>
<td>Finsen</td>
<td>NWO</td>
<td>2019</td>
<td>PhD plus articles</td>
</tr>
<tr>
<td>Resistance to metaphor in politics</td>
<td>Renardel de Lavalette</td>
<td>NWO</td>
<td>2019</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td>Resistance to metaphor in the media</td>
<td>Wackers</td>
<td>NWO</td>
<td>2019</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td>Metaphor use in Chinese aphasia health care</td>
<td>Jie Fu</td>
<td>China Scholarship Council</td>
<td>2020</td>
<td>PhD plus articles</td>
<td></td>
</tr>
<tr>
<td>Modeling resistance to metaphor</td>
<td>Van Poppel</td>
<td>NWO</td>
<td>2018</td>
<td>Articles</td>
<td></td>
</tr>
<tr>
<td>Testing resistance to metaphor</td>
<td>Pilgram</td>
<td>NWO</td>
<td>2018</td>
<td>Articles</td>
<td></td>
</tr>
<tr>
<td>Resistance to metaphor</td>
<td>Steen, Andone, Plug &amp; Wagemans</td>
<td>NWO</td>
<td>2021</td>
<td>Book</td>
<td></td>
</tr>
</tbody>
</table>
Publications

Articles in refereed scientific journals


Articles for a general public


Book chapters and articles in volumes


**PhD dissertation**


**Books**

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


**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.

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.


(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.


(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.
(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.
(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.


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
   Maaike 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, Tehran), 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.
Kristina Despot (Croatian Metaphor Repository), visit to Metaphor Lab Amsterdam, January 2016.

Zhen Pan (Jiangsu 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*


*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-Sobrino (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