



METAPHOR FESTIVAL AMSTERDAM

Program 2018



Welcome to the Metaphor Festival 2018

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

The Organising Committee

Gerard Steen, Gudrun Reijnierse, Britta Brugman, Kiki Renardel de Lavalette, Dunja Wackers

Proud organiser

The Metaphor Lab Amsterdam

Proud partners

- Amsterdam Center for Language and Communication
- Network Institute
- John Benjamins Publishing Company

In case you want to contact us

You can send an e-mail to metaphorfestivalamsterdam@gmail.com at any time

Program Metaphor Festival 2018

Wednesday, August 29

17.00 – 19.00	Registration <i>Location:</i> P.C. Hoofthuis, Hallway first floor, outside room 1.04
19.00 – 22.00	Warm-up drinks <i>Location:</i> Café Sanders, Raadhuisstraat 6

Thursday, August 30

8.30 – 12.00	Registration (ongoing) <i>Location:</i> P.C. Hoofthuis, Hallway first floor, outside room 1.04
9.00 – 9.15	Opening Ceremony and Announcements Gerard Steen <i>Location:</i> P.C. Hoofthuis, Room 1.04
9.15 – 10.15	Plenary Lecture 1: Metaphor in motion: Interpreting metaphorical depictions in sports celebrations, <i>Raymond Gibbs</i> <i>Chair:</i> Gerard Steen <i>Location:</i> P.C. Hoofthuis, Room 1.04
10.15 – 10.45	Coffee and tea break <i>Location:</i> P.C. Hoofthuis, Hallway first floor, outside room 1.04

10.45 – 12.15	Program		
	Multimodal metaphor (I) <i>Location:</i> PCH, 1.04 <i>Chair:</i> Anke Beger	Metaphor and religion <i>Location:</i> PCH, 1.05 <i>Chair:</i> Paola Vernillo	Metaphor and framing <i>Location:</i> PCH, 5.60 <i>Chair:</i> Ellen Droog
10.45 – 11.15	The analysis of visual metaphors in place marketing research <i>Konstantin Khomutskii, Kirill Rozhkov</i>	Mapping metaphors in a lexicon of New Testament Greek <i>Joost Zwarts</i>	Metaphors' rhetorical potential: The effect of deliberate metaphors on the perceived reasonableness of argumentation <i>Roosmaryn Pilgram</i>
11.15 – 11.45	Multimodal conceptualization in children music - viewing from 'Music Together' <i>Tiffany Ying-Yu Lin</i>	Toward a Theory of Religious Metaphor: Amending Conceptual Metaphor Theory <i>Tyler Kibbey</i>	Resistance to violence metaphors for cancer <i>Dunja Wackers, Gerard Steen, José Plug</i>
11.45 – 12.15	Understanding the mental operations during filmic metaphor processing: A think-aloud experiment <i>Lorena Bort-Mir, Marianna Bolognesi</i>	Metaphor and alienation in the Pauline epistles <i>Markus Egg</i>	Metaphors as a reflection of the social reality in the Netherlands as a multicultural country in the online newspaper <i>De Telegraaf Munif Yusuf</i>
12.15 – 13.15	Lunch <i>Location:</i> Café Sanders, Raadhuisstraat 6		

13.15 – 14.45	Program		
	Metaphor and literature <i>Location:</i> PCH, 1.04 <i>Chair:</i> Roosmaryn Pilgram	Metaphor and ideology <i>Location:</i> PCH, 1.05 <i>Chair:</i> Andreas Finsen	Metaphor and (non-)native speakers <i>Location:</i> PCH, 5.60 <i>Chair:</i> Susan Nacey
13.15 – 13.45	Nature as a conceptual metaphor in Jane Eyre and its effect on the narrative <i>Gizem Tellioglu, Damla Mısırlı Henao Grisales</i>	Evaluation and traditionality of gender stereotypes: University students' perceptions of metaphors for women and men <i>Kristina Dziallas</i>	Metaphorical alignment in native and non-native speaker conversations <i>Tina Krennmayr</i>
13.45 – 14.15	Rereading William Butler Yeats's poetry through conceptual metaphor theory <i>Inan Dilek, Cansu Orsel</i>	Language contact; a blessing or a curse? Folk models of language in Serbian public discourse <i>Visnja Cicin-Sain</i>	In-flight magazines in teaching EFL: Insights into metaphors <i>Chiara Astrid Gebbia</i>
14.15 – 14.45	Conceptualization of happiness, sadness and love in 'The museum of innocence' by Orhan Pamuk <i>Özlem Gökce</i>	The Dao of development: The four revolutionary powers of the Chinese Communist Party's path metaphor <i>Stephen Herschler</i>	A word to the wise: Idiom transparency intuitions in native speakers and L2 learners of Dutch <i>Catia Cucchiarini, Ferdy Hubers, Helmer Strik</i>
14.45 – 15.15	Coffee and tea break <i>Location:</i> P.C. Hoofthuis, Hallway first floor, outside room 1.04		
15.15 – 17.15	Program		
	Metaphor and politics <i>Location:</i> PCH, 1.04 <i>Chair:</i> Britta Brugman	Figurative constructions <i>Location:</i> PCH, 1.05 <i>Chair:</i> Tina Krennmayr	Deliberate metaphor across genres <i>Location:</i> PCH, 5.60 <i>Chair:</i> Gudrun Reijnierse
15.15 – 15.45	'A nation divided': Spatial metaphor scenarios in news reports about the 2016 British EU referendum <i>Josie Ryan, Veronika Koller</i>	A flood of metaphors, a deluge of... what?: Metaphors in terms of water related concepts in the 'a NP1 of NP2' pattern <i>Yuichiro Ogami</i>	The role of (deliberate) metaphor in communicating knowledge in academic lectures from different disciplines <i>Anke Beger</i>
15.45 – 16.15	Countering metaphors expressing starting points in political debates <i>Kiki Renardel de Lavalette, Corina Andone, Gerard Steen</i>	Embodied construal of control coded by English verbal particles <i>Ewa Konieczna</i>	Under attack: AGGRESSION metaphors of the welfare state across the British press, 2008-2015 <i>Malgorzata Paprota</i>

16.15 – 16.45	From JOURNEY to CONFLICT: Reframing the Catalan political situation after October 1 st <i>Carlota Moragas-Fernández, Arantxa Capdevila Gómez, Marta Montagut Calvo</i>	Metaphor and category mistakes <i>Luke Malik</i>	Resistance to scientific metaphor <i>Andreas Finsen, Jean Wagemans, Gerard Steen</i>
16.45 – 17.15		Attentional strategy on space-grounded imagistic representations of events <i>Maria Macedo, Roberto Aguirre</i>	‘Royal’ clusters and deliberate metaphor: A comparative study of metaphor in Danish and Norwegian New Year’s Eve speeches <i>Susan Nacey, Linda Greve</i>
17.30 – 19.30	Benjamins Reception Location: Café Sanders, Raadhuisstraat 6		
19.30 – ...	Evening free		
Friday, August 31			
9.00 – 9.15	Announcements Gerard Steen, Location: P.C. Hoofthuis, Room 1.04		
9.15 –10.15	Plenary Lecture 2: Print advertising is like a bullet: You’d rather miss it <i>Margot van Mulken</i> Chair: Christian Burgers, Location: P.C. Hoofthuis, Room 1.04		
10.15 – 10.45	Coffee and tea break Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04		
10.45 – 12.15	Program		
	Processing rhetorical figures Location: PCH, 4.22 Chair: Britta Brugman	Metaphor and health Location: PCH, 4.28 Chair: Dunja Wackers	PhD Prize Location: PCH, 5.60 Chair: Gerard Steen
10.45 – 11.15	Examining factors that influence the interpretation of ambiguous phrases as literal or sarcastic <i>Ruth Filik, Christina Ralph-Nearman, Rachel Giora</i>	Metaphor comprehension of Chinese-speaking people with and without aphasia <i>Jie Fu</i>	Touching thoughts: Creatively materializing immaterial concepts <i>Michael O’Connor, Alan Cienki</i>
11.15 – 11.45	The role of affective perceptions during the comprehension of written satire <i>Stephen Skalicky, Scott Crossley</i>	Tracking metaphors in medicine: Diachronic perspective on their use in German textbooks <i>Alessandra Zurolo</i>	Walking on Eggshells: The language of gaslighting, shaping the perceptions of reality through metaphors, adjectives and irony <i>Yorka Olavarria</i>
11.45 – 12.15	The role of literal word meanings in the processing of non-transparent idioms <i>Ferdy Hubers, Catia Cucchiarini, Helmer Strik, Ton Dijkstra</i>	Metaphors of pain in social campaign advertising against gold mining <i>Elena Negrea-Busuioac</i>	Solving the paradox of metaphor all over again <i>Andreas Heise</i>

12.15 – 13.15	Lunch Location: Café Sanders, Raadhuisstraat 6			
13.15 – 14.45	Program			
	Metaphor and grammar <i>Location: K.04</i> <i>Chair: Gudrun Reijnierse</i>	Metaphor across domains <i>Location: PCH, 4.22</i> <i>Chair: Luuk Lagerwerf</i>	Multimodal metaphor (II) <i>Location: PCH, 4.28</i> <i>Chair: Marianna Bolognesi</i>	PhD Prize (ctd.) <i>Location: PCH, 5.60</i> <i>Chair: Gerard Steen</i>
13.15 – 13.45	How STUDENT in English influences STUDENT in Serbian: an analysis of conceptual metaphor translation strategies <i>Milena Kostic</i>	Metaphors of cyberinfrastructure in news discourse <i>Ellen Droog, Christian Burgers, Kerk Kee</i>	Visual metonymy, metaphor, and symbols in the multimodal representation of migration <i>Ljiljana Saric</i>	Do metaphorical sharks bite? <i>Hamad Al-Azary, Albert Katz</i>
13.45 – 14.15	This master thesis analyses...: The interdisciplinary comparison of metaphoric language use <i>Riina Reinsalu</i>	Wolfgang down the Twilight series: Metaphors for reading in online reviews <i>Chloe Harrison, Louise Nuttall</i>	More objective descriptions of semantics of English prepositions based on the observations of accompanying gestures <i>Yasutake Ishii</i>	Manipulating sound with the body: Recurrent patterns used by classical orchestra conductors in the expression of musical dynamics <i>Paloma Opazo</i>
14.15 – 14.45	The metaphors for 'sentence' in early Chinese grammatical works <i>Tommaso Pellin</i>	Metaphor models in tourism and education discourse <i>Elena Isakova</i>	Of frozen hearts and open doors: Translating metaphors in the songs of Disney's Frozen <i>Lettie Dorst</i>	
14.45 – 15.15	Coffee and tea break Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04			
15.15 – 16.45	Program			
	Cross-cultural metaphor <i>Location: K.04</i> <i>Chair: Carlota Moragas</i>	Theoretical accounts of rhetorical figures <i>Location: PCH, 4.22</i> <i>Chair: Kiki Renardel de Lavalette</i>	Visual metaphor <i>Location: PCH, 4.28</i> <i>Chair: Jie Fu</i>	Deliberate metaphor processing <i>Location: PCH, 5.60</i> <i>Chair: Lettie Dorst</i>
15.15 – 15.45	A cross-cultural study of emotion metaphors: When sadness is processed food! <i>Mohammadamin Sorahi</i>	How are abstract concepts represented in visual metaphors? Towards a metonymy-based account <i>Marianna Bolognesi, Paola Vernillo</i>	Parliament on the Vibrating Table: Powerful symbols within metaphorical interpretations <i>Agnes Virag</i>	In the eye of the beholder <i>Simeon Lahaije, Roosmaryn Pilgram, Gerard Steen</i>

15.45 – 16.15	Metaphor asymmetry in legal terminology in Russian and English languages <i>Elena Tsukanova</i>	Reconsidering metaphor as double metonymy <i>Ayako Sato</i>	‘Draw me a car’: Producing visual metaphors in advertising <i>Geoffrey Ventalon, Charles Tijus</i>	Tracking eye movements in deliberate and non-deliberate metaphor processing <i>Veronika Vadinova, Gerard Steen</i>
16.15 – 16.45	Numbers and colours in metonymy <i>Anna Possia</i>	Broadly reflexive hyperbole <i>John Barnden</i>	Disentangling pictorial similes from hybrid pictorial metaphors <i>Amitash Ojha, Elisabetta Gola, Francesca Ervas</i>	Metaphors in literary reading: Differences between deliberate and non-deliberate metaphors revealed with eye-tracking <i>Clarissa de Vries, Gudrun Reijnierse, Roel Willems</i>
16.50 – 17.00	Presentation of the Christina Alm-Arvius Award (PhD prize) Location: P.C. Hoofthuis, Room 1.04			
17.00 – 18.00	Launch VIDI project ‘Contemporary Political Satire’, Christian Burgers Location: P.C. Hoofthuis, Room 1.04			
18.00 – 20.00	Move to conference dinner			
20.00 – ...	Conference dinner Location: THT, IJpromenade 2			
Saturday, September 1				
11.00 – 13.30	Mindful minds: Mental experience as embodied feelings Lunch Location: Café Sanders, Raadhuisstraat 6			
13.30 – 14.00	Transfer on foot			
14.00 – 16.00	Aging minds: Dementia as decline and plasticity Location: De Brakke Grond, Nes 45			
16.00 – 16.30	Transfer on foot			
16.30 – 18.30	Sensory minds: Metaphor and song translation Location: Café De Jaren, Nieuwe Doelenstraat 20			
18.30 - ...	Goodbyes Location: Café De Jaren, Nieuwe Doelenstraat 20			



Locations

The registration (Wednesday August 29) and academic program of Thursday August 30 and Friday August 31 will be held at P. C. Hoofthuis (PCH), Spuistraat 134, 1012 VB Amsterdam. The closest tram stop to the PCH is 'De Dam' (Dam Square).

The workshop program of Saturday September 1 will be held at:

- Café Sanders, Raadhuisstraat 6. The closest tram stop is 'De Dam' (Dam Square).
- De Brakke Grond, Nes 45. The closest tram stops are 'Spui' and 'Rokin', or metro 52 'Rokin'.
- Café De Jaren, Nieuwe Doelenstraat 20. The closest tram stops are 'Spui' and 'Rokin', or metro 52 'Rokin'.

