

Preliminary Program Metaphor Festival 2017

| Date: Wednesday, August 30 | | | | |
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| 17.00 – 19.00 | Registration <i>Location: P.C. Hoofthuis, Hallway first floor</i> | | | |
| 19.00 – 22.00 | Social gathering <i>Location: Café Sanders (Raadhuisstraat 6)</i> | | | |
| Date: Thursday, August 31 | | | | |
| 8.30 – 12.00 | Registration (ongoing) <i>Location: P.C. Hoofthuis, Hallway first floor</i> | | | |
| 9.00 – 9.15 | Opening Ceremony and Announcements <u>Gerard Steen (University of Amsterdam)</u> <i>Location: P.C. Hoofthuis, Room 1.04</i> | | | |
| 9.15 – 10.15 | Plenary Lecture 1: <i>Seeing the unknowable: How metaphors break the fourth wall</i> <u>Kathleen Ahrens (Hong Kong Polytechnic University)</u> <i>Location: P.C. Hoofthuis, Room 1.04</i> <i>Chair: Christian Burgers</i> | | | |
| 10.15 – 10.45 | Coffee Break | | | |
| 10.45 – 12.15 | Metaphor in Political Communication I <i>Location: PCH, Room 5.02</i> <i>Chair: Carlota M. Moragas-Fernández</i> | Proverbs, anti-proverbs and metonymy <i>Location: PCH, Room 5.08</i> <i>Chair: Federico Gobbo</i> | Children and Metaphor <i>Location: PCH, Room 5.59</i> <i>Chair: Roosmaryn Pilgram</i> | Christina Alm-Arvius Award: Shortlisted papers <i>Location: PCH, Room 5.60</i> <i>Chair: Gerard Steen</i> |
| | Resistance to metaphor in British Public Bill Committee debates <i>Kiki Renardel de Lavalette (University of Amsterdam, Netherlands)</i> | Metaphoricity in proverbs: a corpus study of the proverb "A leopard cannot change its spots" <i>Harald Ulland (University of Bergen, Norway), Izabela Dixon (Koszalin University of Technology, Poland)</i> | Metaphors in simplified discourse: A corpus study of news texts for children <i>Magdalena Wolska (Eberhard Karls Universität Tübingen, Germany), Yulia Clausen (Ruprecht-Karls-Universität Heidelberg, Germany)</i> | Language is a beautiful creature, not an old fridge: Direct metaphors as corrective framing devices <i>Ksenija Bogetic (University of Belgrade, Serbia)</i> |
| | Journey to Democracy: A case study of Taiwan's national leaders' speeches <i>Ren-Feng Duann (National Taitung University, Taiwan), Jennifer Wei (Soochow University, Taiwan)</i> | Metaphor and context in anti-proverbs: From a relevance-theoretic account <i>Isao Higashimori (Ryukoku University, Japan)</i> | Time as a visitor in Japanese children's songs <i>Ayumi Tamaru (Kyoto University, Japan)</i> | Conceptual Metaphor Theory and its relevance to the study of metaphors in poetry <i>Carina Rasse (Universität Klagenfurt, Austria)</i> |
| | The effects of metaphorical frames on voters' political opinions: A meta-analysis <i>Britta Brugman, Christian Burgers, Barbara Vis (Vrije Universiteit Amsterdam, Netherlands), Gerard Steen (University of Amsterdam, Netherlands)</i> | Metonymy about PRODUCT <i>Zhongxing Ye (Huzhou University, China)</i> | Battery for the assessment of figurative language in youth - the psychometric conclusions from pilot study. <i>Justyna Sala-Suszyńska, Urszula Oszwa, Katarzyna Wiejak (Maria Curie-Skłodowska University, Poland)</i> | Understanding European data privacy law: Applying cognitive linguistics to conceptual change in the digital age <i>Jake Slosser (University of Kent, UK / Brussels School of International Studies, Belgium)</i> |
| 12.15 – 13.15 | Lunch | | | |
| 13.15 – 14.45 | Metaphor in Political Communication II <i>Location: PCH, Room 5.02</i> <i>Chair: Amber Boeynaems</i> | Science and metaphor <i>Location: PCH, Room 5.08</i> <i>Chair: Romy van den Heerik</i> | Poetic and cinematic metaphors <i>Location: PCH, Room 5.59</i> <i>Chair: Elisabetta Gola</i> | Metaphor, Morality, and Law <i>Location: PCH, Room 5.60</i> <i>Chair: Lotte van Poppel</i> |

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| | <p>Criteria for political metaphorology <i>Timo Pankakoski (Turku Institute for Advanced Studies, Latvia)</i></p> | <p>Scientific metaphor and argumentation <i>Andreas Finsen (University of Amsterdam, Netherlands)</i></p> | <p>Why verbal and visual metaphors are different: three possible answers. <i>Amitash Ojha, Francesca Ervas, Elisabetta Gola (University of Cagliari, Italy)</i></p> | <p>The function of metaphor in moral imagination <i>John Machielsens (Tilburg University)</i></p> |
| | <p>The elephant in the (oval) room: How the art of political dialogue broke down <i>Aleksandra Orašanin (University of Belgrade, Serbia)</i></p> | <p>How human are machines? Multimodal metaphors in a scientific film about robotics <i>Dariia Orobchuk (Universität Koblenz-Landau, Germany)</i></p> | <p>Metaphor: What is lost in translating poetry <i>Mohammadamin Sorahi (University of Guilan, Iran)</i></p> | <p>Metaphors and the perceived reasonableness of argumentation <i>Roosmaryn Pilgram (University of Amsterdam, Netherlands)</i></p> |
| | <p>Supporting or rejecting populism? Identifying the Spanish media discourse on Donald Trump's election through metaphorical framing <i>Carlota M. Moragas-Fernández, Arantxa Capdevila Gómez, Marta Montagut Calvo (Rovira and Virgili University, Spain)</i></p> | <p>Metaphors we save the planet by <i>Inna Skrynnikova (Volgograd State University, Russia)</i></p> | <p>Lifting the curtains: Metaphor in visual language <i>Biagio D'Angelo (Universidade de Brasilia, Brazil), Ana Ibaños (Pontificia Universidade Católica do Rio Grande do Sul, Brazil)</i></p> | <p>Metaphor in judicial decisions: The nature of metaphor in Dutch and English Supreme Court rulings <i>Lettie Dorst, Tony Foster, Femme Duyff (Leiden University, Netherlands)</i></p> |
| 14.45 – 15.15 | Coffee Break | | | |
| 15.15 – 16.45 | <p>Metaphor and health <i>Location: PCH, Room 5.02</i> <i>Chair: Lettie Dorst</i></p> | <p>Metaphor in interpersonal or intercultural interaction <i>Location: PCH, Room 5.08</i> <i>Chair: Marta Montagut Calvo</i></p> | <p>Metaphor across languages <i>Location: PCH, Room 5.59</i> <i>Chair: Lorena Bort-Mir</i></p> | <p>Diachronic perspectives on metaphor <i>Location: PCH, Room 5.60</i> <i>Chair: Christian Burgers</i></p> |
| | <p>Resistance to violence-related metaphors for cancer <i>Dunja Wackers (University of Amsterdam)</i></p> | <p>The applications of CMT in the multidisciplinary analysis of interpersonal communication <i>Csenge E Aradi (University of Szeged, Hungary)</i></p> | <p>Describing figurative semantic networks of English prepositions in a bilingual dictionary <i>Yasutake Ishii (Seijo University, Japan)</i></p> | <p>Measuring metaphor consistency across time: a discourse model <i>Veronika Koller (Lancaster University, UK)</i></p> |
| | <p>Why are metaphors used in psychotherapy? <i>Letizia Roellin (University of Neuchâtel, Switzerland)</i></p> | <p>Metaphors in Esperanto: Negotiation of meaning in a transcultural setting <i>Federico Gobbo (University of Amsterdam, Netherlands)</i></p> | <p>Metaphor processing in French as a third language <i>Catrine Bang Nilsen (Université de Caen Basse-Normandie, France)</i></p> | <p>The pattern of extended metaphor across centuries: A cognitive diachronic study <i>Anita Naciscione (Latvian Academy of Culture, Latvia)</i></p> |
| | <p>A corpus study on metaphor use in aphasic conversations <i>Fu Jie, Gerard Steen & Laura Bos (University of Amsterdam, Netherlands)</i></p> | <p>Metaphorical mapping across cultural fields: Watching to see it become clear to you. <i>Marlene Atleo (University of Manitoba, Canada)</i></p> | <p>On one case of asymmetric metaphorisation in the Turkic languages: in the context of semantic universals and ethnomental specificity <i>Ayten Hajiyeva (Azerbaijan University of Languages, Azerbaijan)</i></p> | <p>Constructions and image-schema preservation in metaphoric extension. A historical-comparative analysis of PAY in Greek and English <i>Georgios Ioannou (Universidad de Chile, Chile)</i></p> |
| 17.00 – 19.00 | Drinks (sponsored by John Benjamins) | | | |

Date: Friday, September 1

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| 9.00-9.15 | Announcements Gerard Steen (University of Amsterdam) | | | | |
| 9.15 -10.15 | Plenary Lecture 2: Cues of possible metacommunicative awareness (MCA) in relation to metaphoricality in talk: A multimodal perspective Alan Cienki (Vrije Universiteit Amsterdam, Netherlands / Moscow State Linguistic University, Russia) Location: P.C. Hoofthuis, Room 1.04 Chair: Marianna Bolognesi | | | | |
| 10.15 – 10.45 | Coffee Break | | | | |
| 10.45 – 12.15 | Metaphor in Political Communication III Location: PCH, Room 5.02 Chair: Britta Brugman | Metaphor in Education Location: PCH, Room 5.08 Chair: Allison Creed | Metaphor and Religion Location: PCH, Room 5.25 Chair: Dunja Wackers | Food Metaphors Location: PCH, Room 5.59 Chair: Gudrun Reijnierse | Visual metaphors: Comprehension and Appreciation Location: PCH, Room 5.60 Chair: Marianna Bolognesi |
| | Metaphor in political discourse: New perspectives on the analysis of deliberate metaphor Pauline Heyvaert (Université Catholique de Louvain/University de Liège, Belgium) | Aspects of higher education through students' metaphorical eyes Konstantin Khomutskii (NRU HSE, Russian Federation) | Being marked with the Cross: An analysis of the Crusader metaphor in Da'esh English language periodicals Tyler Kibbey (Independent scholar) | The role of food metaphor in Russian English and Polish idioms Julia Ostanina-Olszewska (University of Warsaw, Poland) | Thinking about pictorial metaphor comprehension: A study of the genre Geoffrey Ventalon, Charles Tijus (École Pratique des Hautes Études [EPHE], Université Paris VIII), Maria José Escalona (Web y Testing Temprano) |
| | Mini-narratives of masses of water in representing displaced Ukrainians Ludmilla A'Beckett (University of the Free State, South Africa) | Sight metaphors in office hours' consultations: Do lecturers and students align? Tina Krennmayr (Vrije Universiteit Amsterdam, Netherlands) | The cup: Metaphor and symbol Nerina Bosman (University of Pretoria, South Africa) | On the eloquence of intelligence metaphors in terms of eating concepts in Japanese Yuichiro Ogami (Setsunan University, Japan/ Osaka University of Pharmaceutical Sciences, Japan) | Visual metaphor: Semantic similarity and ground for comparison Luuk Lagerwerf (Vrije Universiteit Amsterdam, Netherlands), Margot van Mulken (Radboud University Nijmegen, Netherlands), Iris Blokland (Vrije Universiteit Amsterdam, Netherlands) |
| | Figuratively framed political statements: Combinatory effects of metaphor and hyperbole on political persuasion Amber Boeynaems, Christian Burgers, Elly Konijn (Vrije Universiteit Amsterdam, Netherlands), Gerard Steen (University of Amsterdam, Netherlands) | Rhetorical and metaphorical characteristics of education and tourist brochures Elena Isakova, Maksim Isakov (Tver State University, Russian Federation) | Diary of a possession: Satanism as literary poesis Daniel Mansur (Universidade Federal de Juiz de Fora, Brazil) | Edible body parts: The source domains FRUITS and VEGETABLES in Spanish, French and English Kristina Dziallas (University of Vienna, Austria) | The pleasure of visual metaphor. A dual-process perspective pitting fluency theory against the Optimal Innovation Hypothesis. Renske van Enschoot (Tilburg University, Netherlands), Charlotte van Hooijdonk (Vrije Universiteit Amsterdam, Netherlands) |

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| 12.15 – 13.15 | Lunch | | | |
| 13.15 – 14.45 | Metaphor in Political Communication IV <i>Location: PCH, Room 5.02</i> <i>Chair: Kiki Renardel de Lavalette</i> | Metaphors across discourse domains <i>Location: PCH, Room 5.08</i> <i>Chair: Charlotte van Hooijdonk</i> | Metaphor, face and emotion <i>Location: PCH, Room 5.59</i> <i>Chair: Marina Terkourafi</i> | New theories and methods for metaphor <i>Location: PCH, Room 5.60</i> <i>Chair: Tina Krennmayr</i> |
| | Expressions of solidarity and the delegitimation of evil: a cognitive study <i>Izabela Dixon (Koszalin University of Technology, Poland)</i> <i>Harald Ulland (University of Bergen, Norway)</i> | Metaphor use and functions in meditation discourse <i>Ignasi Navarro I Ferrando, Antonio José Silvestre López (Universitat Jaume I, Spain)</i> | The effect of metaphorical expression and 'action-emotional state' description on emotional evaluation <i>Ryunosuke Oka, Takashi Kusumi (Kyoto University, Japan)</i> | A chemical model for metaphor: Polystability and polysemy. <i>Farzad Mahootian (New York University, USA)</i> |
| | Metaphor as a depoliticization language device: The case of the refugee crisis in the Spanish press. <i>Marta Montagut Calvo, Carlota Moragas Fernández, Arantxa Capdevila Gómez (Rovira and Virgili University, Spain)</i> | The interaction of multimodal metaphor and metonymy in death announcement posters <i>Mohammadamin Sorahi, Taherehbeigom Nazemi (University of Guilan, Iran)</i> | Metaphorical conceptualization of face in the Georgian language and culture <i>Nino Daraselia (Ivane Javakishvili Tbilisi State University, Georgia)</i> | Metaphors in different types of arguments <i>Lotte van Poppel (University of Amsterdam, Netherlands)</i> |
| | Conceptualizations of the EU in public discourse <i>Iona Cocuz (University of Bucharest, Romania)</i> | From the literary to the linguistic: The power of metaphors <i>Mary Susan (University of Kerala, India)</i> | Face for heart: metonymical expressions on emotions in Northern Sotho <i>Elsabé Taljard (University of Pretoria, South Africa)</i> | Introducing FILMIP: a method for metaphor identification in moving pictures <i>Lorena Bort-Mir (Universitat Jaume I, Spain)</i> |
| 14.45 – 15.15 | Coffee Break | | | |
| 15.15 – 16.45 | Examining metaphorical concepts <i>Location: PCH, Room 5.02</i> <i>Chair: Luuk Lagerwerf</i> | Metaphors 2.0 <i>Location: PCH, Room 5.08</i> <i>Chair: Andreas Finsen</i> | Metaphor and feelings <i>Location: PCH, Room 5.59</i> <i>Chair: Renske van Enschot</i> | Deliberate metaphor <i>Location: PCH, Room 5.60</i> <i>Chair: Pauline Heyvaert</i> |
| | Examination conceptual metaphors in Turkish Language using combined electrophysiological and haemodynamic measurements <i>Merve Yamanoglu, Kubra Sogukkanli Kadak, Abdulkadir Yıldız, Lutfu Hanoglu (Istanbul Medipol University, Turkey)</i> | Metaphors' analysis in the digital age: How to interpret reality in 'Pinterest' <i>Carolina Girón-García (Universitat Jaume I, Spain)</i> | From bodily synchrony to understanding: the case of metaphors about feelings <i>Marina Terkourafi (Leiden University, Netherlands)</i> | Deliberate metaphor in ancient Greek prose: allusion and genre interaction as a sign of deliberate metaphor use <i>Aniek van den Eersten (University of Amsterdam, Netherlands)</i> |
| | Concreteness ratings, meet metaphoricity <i>Gudrun Reijnierse (Radboud University Nijmegen,</i> | Testing the validity of metaphor use and variation on the Chinese internet market <i>Tao Ma (Shanghai Sanda</i> | A quantitative corpus linguistic study on the metaphorical profiles of HAPPINESS concepts in Indonesian <i>Gede Primahadi Wijaya Rajeg</i> | On the 'deliberateness' of ego-moving metaphors in Japanese <i>Yuichiro Ogami (Setsunan University, Japan)</i> |

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| | <i>Netherlands), Marianna Bolognesi (Metaphor Lab Amsterdam)</i> | <i>University, China)</i> | <i>(Monash University, Australia)</i> | |
| | Grounding metaphorical concepts in action <i>Paola Vernillo (University of Florence, Italy)</i> | Creative and constructive language production: Linguistic co-creation of health campaign slogans on Facebook <i>Romy van den Heerik (University of Amsterdam, Netherlands), Ellen Droog, Melanie Jong Tjien Fa, Christian Burgers (Vrije Universiteit Amsterdam, Netherlands)</i> | Compassion Metaphors <i>Zhen Pan (Jiangsu Normal University, China)</i> | On metaphorical views, dynamite, and doodlings: Functions of domain adjectives in metaphorical domain constructions <i>Gudrun Reijnierse (Radboud University Nijmegen, Netherlands)</i> |
| 18.00 - | Conference dinner @ Restaurant Simpel (Ferdinand Bolstraat 11) | | | |

| Date: Saturday, September 2 | | |
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| | <i>Location: University Library, Potgieterzaal</i> | <i>Location: University Library, Doelenzaal</i> |
| 10.00 – 11.00 | Giulia Frezza <i>Metaphors in health communication</i> | Lorena Bort-Mir <i>FILMIP - Metaphor identification in film</i> |
| 11.00 – 12.30 | Anneke Schat <i>Metaphor in jewelry</i> | Niek D'Hondt <i>'Break it down' (visualising research)</i> |
| 12.30 – 14.00 | Lunch <i>Location: Café Sanders</i> | |
| 14.00 – 15.30 | Roland Pfau <i>Metaphor in sign language</i> | Niek D'Hondt <i>'Break it down' (visualising research)</i> |
| 16.00 -17.30 | Closing Ceremony, Award Ceremony and drinks | |

Locations

- The Registration (Wednesday August 30) and academic program of Thursday and Friday will be at the **P. C. Hoofthuis (PCH)**, Spuistraat 134, 1012 VB Amsterdam. The closest tram stop to the PCH is 'De Dam' (Dam Square).
- The academic program on Saturday will be at the **University Library**, Singel 425, 1012 WP Amsterdam. The closest tram stop to the University Library is 'Spui'.