



# METAPHOR FESTIVAL AMSTERDAM

Program 2017



## Welcome to the Metaphor Festival 2017

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, Christian Burgers, Amber Boeynaems, Britta Brugman, Romy van den Heerik

### Proud organiser

The Metaphor Lab Amsterdam

### Proud partners

- ABC – Amsterdam Brain and Cognition
- Network Institute
- John Benjamins Publishing Company

### In case you want to contact us

During conference hours, you can call Amber on phone number +31 6 22 58 22 58

Outside of 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](mailto:metaphorfestivalamsterdam@gmail.com) at any time

## Program Metaphor Festival 2017

### Wednesday, August 30

17.00 – 19.00	<b>Registration</b> <i>Location: P.C. Hoofthuis, Hallway first floor</i>
19.00 – 22.00	<b>Social gathering</b> <i>Location: Café Sanders (Raadhuisstraat 6)</i>

### Thursday, August 31

8.30 – 12.00	<b>Registration (ongoing)</b> <i>Location: P.C. Hoofthuis, Hallway first floor</i>		
9.00 – 9.15	<b>Opening Ceremony and Announcements</b> Gerard Steen <i>Location: P.C. Hoofthuis, Room 1.04</i>		
9.15 – 10.15	<b>Plenary Lecture 1: Seeing the unknowable: How metaphors break the fourth wall</b> <b>Kathleen Ahrens</b> , <i>Location: P.C. Hoofthuis, Room 1.04</i> <i>Chair: Christian Burgers</i>		
10.15 – 10.45	<b>Coffee Break</b>		
10.45 – 12.15	<b>Program</b>		
<b>Metaphor in political communication I</b> <i>Location: PCH, Room 5.02</i> <i>Chair: Carlota M. Moragas-Fernández</i>	<b>Proverbs, anti-proverbs and metonymy</b> <i>Location: PCH, Room 5.08</i> <i>Chair: Federico Gobbo</i>	<b>Children and metaphor</b> <i>Location: PCH, Room 5.59</i> <i>Chair: Roosmaryn Pilgram</i>	<b>Christina Alm-Arvis Award: Shortlisted papers</b> <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</i>	Metaphoricity in proverbs: A corpus study of the proverb "A leopard cannot change its spots" <i>Harald Ulland, Izabela Dixon</i>	Metaphors in simplified discourse: A corpus study of news texts for children <i>Magdalena Wolska, Yulia Clausen</i>	Language is a beautiful creature, not an old fridge: Direct metaphors as corrective framing devices <i>Ksenija Bogetic</i>
Journey to democracy: A case study of Taiwan's national leaders' speeches <i>Ren-Feng Duann, Jennifer Wei</i>	Metaphor and context in anti-proverbs: From a relevance-theoretic account <i>Isao Higashimori</i>	Time as a visitor in Japanese children's songs <i>Ayumi Tamaru</i>	Conceptual metaphor theory and its relevance to the study of metaphors in poetry <i>Carina Rasse</i>
The effects of metaphorical frames on voters' political opinions: A meta-analysis <i>Britta Brugman, Christian Burgers, Barbara Vis, Gerard Steen</i>	Metonymy about PRODUCT <i>Zhongxing Ye</i>	Battery for the assessment of figurative language in youth, the psychometric conclusions from pilot study. <i>Justyna Sala-Suszyńska, Urszula Oszwa, Katarzyna Wiejak</i>	Understanding European data privacy law: Applying cognitive linguistics to conceptual change in the digital age <i>Jake Slosser</i>
12.15 – 13.15	<b>Lunch</b>		

13.15 – 14.45	Program		
<b>Metaphor in political Communication II</b> <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Amber Boeynaems	<b>Science and metaphor</b> <i>Location:</i> PCH, Room 5.08 <i>Chair:</i> Romy van den Heerik	<b>Poetic and cinematic metaphors</b> <i>Location:</i> PCH, Room 5.59 <i>Chair:</i> Elisabetta Gola	<b>Metaphor, morality, and law</b> <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Lotte van Poppel
Criteria for political metaphorology <i>Timo Pankakoski</i>	Scientific metaphor and argumentation <i>Andreas Finsen</i>	Why verbal and visual metaphors are different: Three possible answers. <i>Amitash Ojha, Francesca Ervas, Elisabetta Gola</i>	The function of metaphor in moral imagination <i>John Machielsen</i>
The elephant in the (oval) room: How the art of political dialogue broke down <i>Aleksandra Orašanin</i>	How human are machines? Multimodal metaphors in a scientific film about robotics <i>Dariia Orobchuk</i>	Lifting the curtains: Metaphor in visual language <i>Biagio D'Angelo, Ana Ibaños</i>	Metaphors and the perceived reasonableness of argumentation <i>Roosmaryn Pilgram</i>
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</i>	Metaphors we save the planet by <i>Inna Skrynnikova</i>		Metaphor in judicial decisions: The nature of metaphor in Dutch and English Supreme Court rulings <i>Lettie Dorst, Tony Foster, Femme Duyff</i>
<b>14.45 – 15.15</b>	<b>Coffee Break</b>		
<b>15.15 – 16.45</b>	Program		
<b>Metaphor and health</b> <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Lettie Dorst	<b>Metaphor in interpersonal or intercultural interaction</b> <i>Location:</i> PCH, Room 5.08 <i>Chair:</i> Marta Montagut Calvo	<b>Metaphor across languages</b> <i>Location:</i> PCH, Room 5.59 <i>Chair:</i> Lorena Bort-Mir	<b>Diachronic perspectives on metaphor</b> <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Christian Burgers
Resistance to violence-related metaphors for cancer <i>Dunja Wackers</i>	The applications of CMT in the multidisciplinary analysis of interpersonal communication <i>Csenge E. Aradi</i>	Describing figurative semantic networks of English prepositions in a bilingual dictionary <i>Yasutake Ishii</i>	Measuring metaphor consistency across time: A discourse model <i>Veronika Koller</i>
Why are metaphors used in psychotherapy? <i>Letizia Roellin</i>	Metaphors in Esperanto: Negotiation of meaning in a trans-cultural setting <i>Federico Gobbo</i>	Metaphor processing in French as a third language <i>Catrine Bang Nilsen</i>	The pattern of extended metaphor across centuries: A cognitive diachronic study <i>Anita Naciscione</i>

A corpus study on metaphor use in aphasic conversations <i>Fu Jie, Gerard Steen &amp; Laura Bos</i>		On one case of asymmetric metaphorisation in the Turkic languages: In the context of semantic universals and ethno-mental specificity <i>Ayten Hajjiyeva</i>	Constructions and image-schema preservation in metaphoric extension: A historical-comparative analysis of PAY in Greek and English <i>Georgios Ioannou</i>	
<b>17.30 – 19.00</b>	<b>Drinks (sponsored by John Benjamins)</b>			
<b>Friday, September 1</b>				
9.00-9.15	Announcements, Gerard Steen			
9.15 -10.15	<b>Plenary Lecture 2:</b> Cues of possible metacommunicative awareness (MCA) in relation to metaphoricality in talk: A multimodal perspective <b>Alan Cienki</b> <i>Location:</i> P.C. Hoofthuis, Room 1.04, <i>Chair:</i> Marianna Bolognesi			
<b>10.15 – 10.45</b>	<b>Coffee Break</b>			
<b>10.45 – 12.15</b>	Program			
<b>Metaphor in political communication III</b> <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Britta Brugman	<b>Metaphor in education</b> <i>Location:</i> PCH, Room 5.08 <i>Chair:</i> Allison Creed	<b>Metaphor and religion</b> <i>Location:</i> PCH, Room 5.25 <i>Chair:</i> Dunja Wackers	<b>Food metaphors</b> <i>Location:</i> PCH, Room 5.59 <i>Chair:</i> Gudrun Reijnierse	<b>Visual metaphors: Comprehension and appreciation</b> <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Marianna Bolognesi
Metaphor in political discourse: New perspectives on the analysis of deliberate metaphor <i>Pauline Heyvaert</i>	Aspects of higher education through students' metaphorical eyes <i>Konstantin Khomutskii</i>	Being marked with the Cross: An analysis of the Crusader metaphor in Da'esh English language periodicals <i>Tyler Kibbey</i>	The role of food metaphor in Russian English and Polish idioms <i>Julia Ostanina-Olszewska</i>	Thinking about pictorial metaphor comprehension: A study of the genre <i>Geoffrey Ventalon, Charles Tijus, Maria José Escalona</i>
Mini-narratives of masses of water in representing displaced Ukrainians <i>Ludmilla A'Beckett</i>	Sight metaphors in office hours' consultations: Do lecturers and students align? <i>Tina Krennmayr</i>	The cup: Metaphor and symbol <i>Nerina Bosman</i>	On the eloquence of intelligence metaphors in terms of eating concepts in Japanese <i>Yuichiro Ogami</i>	Visual metaphor: Semantic similarity and ground for comparison <i>Luuk Lagerwerf, Margot van Mulken, Iris Blokland</i>
Figuratively framed political statements: Combinatory effects of metaphor and hyperbole on political persuasion <i>Amber Boeynaems, Christian Burgers, Elly Konijn, Gerard Steen</i>	Rhetorical and metaphorical characteristics of education and tourist brochures <i>Elena Isakova, Maksim Isakov</i>	Diary of a possession: Satanism as literary poesis <i>Daniel Mansur</i>	Edible body parts: The source domains FRUITS and VEGETABLES in Spanish, French and English <i>Kristina Dziallas</i>	The pleasure of visual metaphor: A dual-process perspective pitting fluency theory against the Optimal Innovation <i>Renske van Enschoot, Charlotte van Hooijdonk</i>





## Locations

The registration (Wednesday August 31) and academic program of Thursday September 1 and Friday September 2 will be held at P. C. Hoofthuis (PCH), Spuistraat 134, 1012 VB Amsterdam.

The closest tram stop to the PCH is the stop 'De Dam' (Dam Square).

The academic program of Saturday September 3 will be held at the University Library, Singel 425, 1012 WP Amsterdam.

The closest tram stop to the University Library is the stop 'Spui'.

