



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 at any time

Program Metaphor Festival 2017

Wednesday, August 30				
17.00 – 19.00	Registration Location: P.C. Hoofthuis, Hallway first floor			
19.00 – 22.00	Social gathering Location: Café Sanders (Raadhuisstraat 6)			
Thursday, August 3	1			
8.30 – 12.00	Registration (ongoing) Location: P.C. Hoofthuis,	. Hallway first floor		
9.00 – 9.15	Opening Ceremony and Gerard Steen Location: P.C. Hoofthuis,			
9.15 – 10.15	Plenary Lecture 1: Seeing the unknowable: How metaphors break the fourth wall Kathleen Ahrens, Location: P.C. Hoofthuis, Room 1.04 Chair: Christian Burgers			
10.15 - 10.45	Coffee Break			
10.45 - 12.15	Program			
Metaphor in political communication I Location: PCH, Room 5.02 Chair: Carlota M. Moragas-Fernández	Proverbs, anti-proverbs and metonymy Location: PCH, Room 5.08 Chair: Federico Gobbo	Children and metaphor Location: PCH, Room 5.59 Chair: Roosmaryn Pilgram	Christina Alm-Arvius Award: Shortlisted papers Location: PCH, Room 5.60 Chair: Gerard Steen	
Resistance to metaphor in British Public Bill Committee debates Kiki Renardel de Lavalette	Metaphoricity in proverbs: A corpus study of the proverb "A leopard cannot change its spots" Harald Ulland, Izabela Dixon	Metaphors in simplified discourse: A corpus study of news texts for children Magdalena Wolska, Yulia Clausen	Language is a beautiful creature, not an old fridge: Direct metaphors as corrective framing devices Ksenija Bogetic	
Journey to democracy: A case study of Taiwan's national leaders' speeches Ren-Feng Duann, Jennifer Wei	Metaphor and context in anti-proverbs: From a relevance-theoretic account Isao Higashimori	Time as a visitor in Japanese children's songs Ayumi Tamaru	Conceptual metaphor theory and its relevance to the study of metaphors in poetry Carina Rasse	
The effects of metaphorical frames on voters' political opinions: A meta-analysis Britta Brugman, Christian Burgers, Barbara Vis, Gerard Steen	Metonymy about PRODUCT Zhongxing Ye	Battery for the assessment of figurative language in youth, the psychometric conclusions from pilot study. Justyna Sala-Suszyńska, Urszula Oszwa, Katarzyna	Understanding European data privacy law: Applying cognitive linguistics to conceptual change in the digital age Jake Slosser	
	Wiejak Lunch			
12.15 - 13.15	Lunch			

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

A corpus study on metaphor use in aphasic conversatic Fu Jie, Gerard Steen Laura Bos				On one case of asymmetric metaphorisation in the Turkic languages: In the context of semantic universals and ethnomental specificity Ayten Hajiyeva		Constructions and image-schema preservation in metaphoric extension: A historical-comparative analysis of PAY in Greek and English Georgios loannou	
17.30 - 19.00		Drinks (sponso	red by Joh	n Beniamir	ns)		
Friday, Septemb	er 1			,			
9.00-9.15		ouncements, G	erard Stee	n			
9.15 -10.15					acommunicativ	e aw	areness (MCA)
	in re	elation to meta n Cienki	phoricity ir	n talk: A multimodal perspective n 1.04, <i>Chair</i> : Marianna Bolognesi			/e
10.15 - 10.45		ee Break					
10.45 - 12.15		gram					
Metaphor in political commu- nication III Location: PCH, Room 5.02 Chair: Britta Brugman	Met edu Loca Roo	caphor in cation ation: PCH, m 5.08 ir: Allison	Metapho religion Location: Room 5.2 Chair: Du Wackers	PCH,	Food metapho Location: PCH, Room 5.59 Chair: Gudrun Reijnierse	,	Visual metap- hors: Compre- hension and appreciation Location: PCH, Room 5.60 Chair: Marianna Bolognesi
Metaphor in political discourse: New perspectives on the analysis of deliberate metaphor Pauline Heyvaert	high thro stud hori Kon	ects of ner education ough dents' metap- cal eyes stantin mutskii	Being ma with the An analy: Crusader hor in Da English la periodica Tyler Kibb	Cross: sis of the metap- 'esh anguage Is	The role of foo metaphor in R sian English a Polish idioms Julia Ostanina Olszewska	lus- nd	Thinking about pictorial metaphor comprehension: A study of the genre Geoffrey Ventalon, Charles Tijus, Maria José Escalona
Mini-narratives of masses of water in repre- senting displaced Ukrainians Ludmilla A'Beckett	in o cons Do l	nt metaphors office hours' sultations: ecturers and dents align? office Krennmayr	The cup: hor and s Nerina Bo	ymbol	On the eloque of intelligence metaphors in terms of eatin concepts in Japanese Yuichiro Ogam	g	Visual metaphor: Semantic simila- rity and ground for comparison Luuk Lagerwerf, Margot van Mul- ken, Iris Blokland
Figuratively framed political statements: Combinatory effects of metaphor and hyperbole on political persuasion Amber Boeynaems, Christian Burgers, Elly Konijn, Gerard Steen	met char of e tour Elen	torical and aphorical racteristics ducation and rist brochures a Isakova, ssim Isakov	Diary of a sion: Sata literary p Daniel M	anism as oiesis	Edible body parts: The sou domains FRUI and VEGETA- BLES in Spanis French and English Kristina Dzialla	TS sh,	The pleasure of visual metaphor: A dual-process perspective pitting fluency theory against the Optimal Innovation Renske van Enschot, Charlotte van Hooijdonk

12.15 - 13.15	Lunch				
13.15 - 14.45	Program				
Metaphor in political Communication IV Location: PCH, Room 5.02 Chair: Kiki Renardel de Lavalette	Metaphors across discourse domains Location: PCH, Room 5.08 Chair: Charlotte van Hooijdonk	Metaphor, face and emotion Location: PCH, Room 5.59 Chair: Marina Terkourafi	New theories and methods for metaphor Location: PCH, Room 5.60 Chair: Tina Krennmayr		
Expressions of solidarity and the delegitimisation of evil: A cognitive study Izabela Dixon, Harald Ulland	Expressions of solidarity and the delegitimisation of evil: A cognitive study Izabela Dixon, Harald Ulland Metaphor as a depolitization language device: The case of the refugee crisis in the Spanish press. Marta Montagut Calvo, Carlota Moragas Fernández, Arantxa Metaphor use and functions in meditation discourse Ignasi Navarro I Ferrando, Antonio José Silvestre López The interaction of multimodal metaphor and metonymy in death announcement posters Mohammadamin Sorahi, Taherehbeigom Nazemi		A chemical model for metaphor: Polystabili- ty and polysemy. Farzad Mahootian		
litization language device: The case of the refugee crisis in the Spanish press. Marta Montagut Calvo, Carlota Moragas			Metaphors in different types of arguments Lotte van Poppel		
Conceptualizations of the EU in public discourse lona Cocuz	From the literary to the linguistic: The power of metaphors Mary Susan	Face for heart: Metonymical expressions on emotions in Northern Sotho Elsabé Taljard	Introducing FILMIP: A method for metap- hor identification in moving pictures Lorena Bort-Mir		
14.45 – 15.15	Coffee Break				
15.15 – 16.45	Program				
Examining metaphorical concepts Location: PCH, Room 5.02 Chair: Luuk Lagerwerf	Metaphors 2.0 Location: PCH, Room 5.08 Chair: Andreas Finsen	Metaphor and feelings Location: PCH, Room 5.59 Chair: Renske van Enschot	Deliberate metaphor Location: PCH, Room 5.60 Chair: Pauline Heyvaert		
Examination of conceptual metaphors in Turkish language using combined electrophysiological and haemodynamic measurements Merve Yamanoglu, Kubra Sogukkanli Kadak, Abdulkadir Yıldız, Lutfu Hanoglu	Metaphors' analysis in the digital age: How to interpret reality in 'Pinterest' Carolina Girón-García	From bodily synchrony to understanding: The case of metaphors about feelings Marina Terkourafi	Deliberate metaphor in ancient Greek prose: Allusion and genre interaction as a sign of deliberate metaphor use Aniek van den Eersten		
Concreteness ratings, meet metaphoricity Gudrun Reijnierse, Marianna Bolognesi	Testing the validity of metaphor use and variation on the Chinese internet market	A quantitative corpus linguistic study on the metaphorical profiles of HAPPINESS con- cepts in Indonesian	On the 'deliberateness' of ego-moving metap- hors in Japanese Yuichiro Ogami		

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Grounding metaphori-	Creative and con-	Compassion	On metaphorical
cal concepts in action	structive language	Metaphors	views, dynamite, and
Paola Vernillo	production: Linguistic	Zhen Pan	doodlings: Functions
	co-creation of health		of domain adjectives
	campaign slogans on		in metaphorical
	Facebook		domain constructions
	Romy van den Heerik,		Gudrun Reijnierse
	Ellen Droog,		-
	Melanie Jong Tjien Fa,		
	Christian Burgers		
18.00	Conference dinner @ Restaurant Simpel (Ferdinand Bolstraat 11)		

Saturday, September 2			
9.30 - 10.00	Location: University Library, Potgieterzaal		
10.00 – 11.00	Giulia Frezza Metaphors in health communication	Lorena Bort-Mir FILMIP - Metaphor identification in film	
11.00 - 12.30	Anneke Schat Metaphor in jewelry	Niek D'Hondt 'Break it down' (visualising research)	
12.30 - 14.00	Lunch, location: Café Sanders		
14.00 – 15.30	Roland Pfau Metaphor in sign language	Niek D'Hondt 'Break it down' (visualising research)	
16.00 -17.30	Closing Ceremony, Award Ceremony and drinks		

NOTES









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'.