

## Preliminary Program Metaphor Festival 2018

Wednesday 29 August 2018	
17:00 – 19:00	Registration <i>Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>
19:00 – 22:00	Warm-up drinks <i>Location: Café Sanders, Raadhuisstraat 6</i>

Thursday 30 August 2018			
8:30 – 12.00	Registration (ongoing) <i>Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>		
9.00 – 9.15	Opening ceremony and announcements Gerard Steen <i>Location: P.C. Hoofthuis, Room 1.04</i>		
9.15 – 10.15	Plenary Lecture 1: Metaphor in motion: Interpreting metaphorical depictions in sports celebrations <b>Ray Gibbs</b> <i>Location: P.C. Hoofthuis, Room 1.04</i>		
10.15 – 10.45	Coffee and tea break <i>Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>		
10.45- 12.15	Program		
	Multimodal metaphor <i>PCH 1.04</i>	Metaphor and religion <i>PCH 1.05</i>	Metaphor and framing <i>PCH 5.60</i>
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	“Draw me a car”: Producing visual metaphors in advertising  <i>Geoffrey Ventalon, Charles Tijus</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 De Telegraaf  <i>Munif Yusuf</i>

12.15 – 13.15	Lunch <i>Location: Café Sanders, Raadhuisstraat 6</i>		
13.15- 14.45	Program		
	Metaphor and literature <i>PCH 1.04</i>	Metaphors and ideology <i>PCH 1.05</i>	Metaphor and (non-)native speakers <i>PCH 5.60</i>
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: In-sights into metaphors  <i>Chiara Astrid Gebbia</i>
14.15 - - 14.45	Conceptualization of happiness, sadness and love in <i>The museum of innocence</i> 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: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>		
15.15- 17.15	Program		
	PhD prize <i>PCH 1.04</i>	Metaphor and health <b><i>PCH K.04</i></b>	Deliberate metaphor across genres <i>PCH 5.60</i>
15.15 – 15.45	Touching thoughts: Creatively materializing immaterial concepts  <i>Michael O'connor, Alan Cienki</i>	Walking on Eggshells: The language of gaslighting, shaping the perceptions of reality through metaphors, adjectives and irony  <i>Yorka Olavarria</i>	The role of (deliberate) metaphor in communicating knowledge in academic lectures from different disciplines  <i>Anke Beger</i>
15.45 – 16.15	Solving the paradox of metaphor all over again  <i>Andreas Heise</i>	Metaphor comprehension of Chinese-speaking people with and without aphasia  <i>Jie Fu</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>

16.15 – 16.45	Do metaphorical sharks bite?  <i>Hamad Al-Azary, Albert Katz</i>	Tracking metaphors in medicine: Diachronic perspective on their use in German textbooks  <i>Alessandra Zurolo</i>	Resistance to scientific metaphor  <i>Andreas Finsen, Jean Wagemans, Gerard Steen</i>
16.45 - - 17.15	Manipulating sound with the body: Recurrent patterns used by classical orchestra conductors in the expression of musical dynamics  <i>Paloma Opazo</i>	Metaphors of pain in social campaign advertising against gold mining  <i>Elena Negrea-Busuioc</i>	Under attack: Agression metaphors of the welfare state across the British press, 2008-2015  <i>Malgorzata Paprota</i>
17.30 – 19.30	Benjamins reception <i>Location: Café Sanders, Raadhuisstraat 6</i>		
19.30 - -	Evening free		

#### Friday 31 August 2018

9.00 – 9.15	Announcements Gerard Steen <i>Location: P.C. Hoofthuis, Room 1.04</i>		
9.15 – 10.15	Plenary Lecture 2: Print advertising is like a bullet: You'd rather miss it <b>Margot van Mulken</b> <i>Location: P.C. Hoofthuis, Room 1.04</i>		
10.15 – 10.45	Coffee and tea break <i>Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>		
10.45- 12.15	Program		
	Metaphor across domains <i>PCH 4.22</i>	Figurative constructions <i>PCH 4.28</i>	Processing rhetorical figures <i>PCH 5.60</i>
10.45 – 11.15	Metaphor models in tourism and education discourse  <i>Elena Isakova</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>	Examining factors that influence the interpretation of ambiguous phrases as literal or sarcastic  <i>Ruth Filik, Christina Ralph-Nearman, Rachel Giora</i>
11.15 – 11.45	Wolfing down the Twilight series: Metaphors for reading in online reviews  <i>Chloe Harrison, Louise Nuttall</i>	Embodied construal of control coded by English verbal particles  <i>Ewa Konieczna</i>	The role of affective perceptions during the comprehension of written satire

			<i>Stephen Skalicky, Scott Crossley</i>	
11.45 - - 12.15	Metaphors of cyberinfrastructure in news discourse  <i>Ellen Droog, Christian Burgers, Kirk Kee</i>	Metaphor and category mistakes  <i>Luke Malik</i>	The role of literal word meanings in the processing of non-transparent idioms  <i>Ferdy Hubers, Catia Cucchiarini, Helmer Strik, Ton Dijkstra</i>	
12.15 – 13.15	Lunch <i>Location: Café Sanders, Raadhuisstraat 6</i>			
13.15- 14.45	Program			
	Metaphor and politics <i>PCH 4.22</i>	Deliberate metaphor processing <i>PCH 4.28</i>	Metaphor and grammar <i>PCH 5.60</i>	
13.15 — 13.45	“A nation divided”: Spatial metaphor scenarios in news reports about the 2016 British EU referendum  <i>Ryan Josie, Veronika Koller</i>	In the eye of the beholder  <i>Simeon Lahaije, Roosmaryn Pilgram, Gerard Steen</i>	How STUDENT in English influences STUDENT in Serbian: an analysis of conceptual metaphor translation strategies  <i>Milena Kostic</i>	
13.45 – 14.15	Countering metaphors expressing starting points in political debates  <i>Kiki Renardel de Lavalette, Corina Andone, Gerard Steen</i>	Tracking eye movements in deliberate and non- deliberate metaphor processing  <i>Veronika Vadinova, Gerard Steen</i>	This master thesis analysis...: The interdisciplinary comparison of metaphoric language use  <i>Riina Reinsalu</i>	
14.15 - - 14.45	From JOURNEY to CONFLICT: Reframing the Catalan political situation after October 1 <sup>st</sup>  <i>Carlota Moragas-Fernández, Arantxa Capdevila Gómez, Marta Montagut Calvo</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>	The metaphors for "sentence" in early Chinese grammatical works  <i>Tommaso Pellin</i>	
14.45 - - 15.15	Coffee and tea break <i>Location: P.C. Hoofthuis, Hallway first floor, outside room 1.04</i>			
15.15 — 16.45	Program			
	Cross-cultural metaphor <i>PCH 4.22</i>	Metaphor and music <i>PCH 4.28</i>	Visual metaphor <i>PCH 5.08</i>	Theoretical accounts of rhetorical figures <i>PCH 5.60</i>

15.15 – 15.45	A cross-cultural study of emotion metaphors: When sadness is processed food!  <i>Mohammadamin Sorahi</i>	Multimodal conceptualization in children music: Viewing from "Music Together"  <i>Tiffany Ying-Yu Lin</i>	Parliament on the Vibrating Table: Powerful symbols within metaphorical interpretations  <i>Agnes Virag</i>	How are abstract concepts represented in visual metaphors? Towards a metonymy-based account  <i>Marianna Bolognesi, Paola Vernillo</i>
15.45 – 16.15	Metaphor asymmetry in legal terminology in Russian and English languages  <i>Elena Tsukanova</i>	Of frozen hearts and open doors: Translating metaphors in the songs of Disney's Frozen  <i>Lettie Dorst</i>	Disentangling pictorial similes from hybrid pictorial metaphors  <i>Amitash Ojha, Elisabetta Gola, Francesca Ervas</i>	Reconsidering metaphor as double metonymy  <i>Ayako Sato</i>
16.15 – 16.45	Numbers and colours in metonymy  <i>Anna Possia</i>		Visual metonymy, metaphor, and symbols in the multimodal representation of migration  <i>Ljiljana Saric</i>	Broadly reflexive hyperbole  <i>John Barnden</i>
17.00 - -18.00	Launch VIDI project "Contemporary Political Satire" Christian Burgers <i>Location: P.C. Hoofthuis, Room 1.04</i>			
18.00 – 20.00	Move to conference dinner			
20.00 - - ...	Conference dinner Restaurant THT <i>Location: IJpromenade 2</i>			

Saturday 1 September 2018	
10.00- 12.00	Computational minds: The brain as a computer <i>Location: Doelenzaal, Amsterdam University Library, Singel 425</i>
12.00- 14.00	Mindful minds: Mental experience as embodied feelings Lunch <i>Location: Café Sanders, Raadhuisstraat 6</i>
14.00- 16.00	Aging minds: Dementia as decline and plasticity <i>Location: De Brakke Grond, Nes 45</i>
16.00- 18.00	Sensory minds: Metaphor and song translation <i>Location: Café De Jaren, Nieuwe Doelenstraat 20</i>
18.00- ...	Goodbyes <i>Location: Café De Jaren, Nieuwe Doelenstraat 20</i>