Winter School 2017

'Metaphor identification and analysis'

Amsterdam, 22-27 January

Call for participants

The Metaphor Lab Amsterdam organizes its fifth summer/winter school in just as many years. The school is open for all PhD students and recent postdoc researchers who are interested in learning about the methods of metaphor identification and analysis developed in the Metaphor Lab Amsterdam. You will all learn (1) how to identify metaphor in language by means of MIPVU (Instructors: Tina Krennmayr and Susan Nacey). In addition, you may choose one of two other courses: *either* (2a) on visual metaphor identification and analysis along the same methodological lines (Instructor: Marianna Bolognesi) *or* (2b) on metaphor identification and analysis in relation to the argumentative function that metaphors can have in discourse, again along the same methodological lines (Instructor: Jean Wagemans). Apart from this, two general talks will be given by Gerard Steen about deliberate metaphor and resistance to metaphor, two recent hot topics in metaphor research that have come out of this methodological work in the recent past.

The school is taught by experienced, internationally well-known researchers in the field (for more detailed course descriptions, see below). It includes shared lunches and social outings in Amsterdam with the instructors. In the past, students have formed networks and friendships that persist to this day. Some have acquired subsequent funding for research stays in the Metaphor Lab Amsterdam, including an NWO visitor grant and a Marie Curie postdoc project.

The school starts on Sunday evening (22 January 2017) with an informal get-together, and then classes run from Monday morning until Friday (27 January) in the late afternoon.

Fee

The registration fee is 250 euros and covers instruction, instruction materials and lunches. The fee must be paid in advance.

We will award five fee waivers on the grounds of economic need. If you wish to become eligible for a fee waiver, you must submit a letter detailing the financial support system at your university and country. The request should document that you have no other alternative for fully financing course participation.

Registration

A maximum of 35 participants will be allowed. To apply please submit the following:

1) A one-page motivation letter; make sure to state which of the two options of (2a) visual metaphor identification analysis or (2b) metaphor and argumentation you prefer, and why.

2) A one-page CV, *and*

3) A brief letter of reference from your advisor.

Please email these documents to info@metaphorlab.org by no later than 12 pm DST, on Sunday 23 October 2016.

Notification of acceptance will be given by 31 October 2016.

Accommodation

Accommodation will be held in reservation in the low-budget Stay-Okay hotel, where rooms can be shared by more than one student. Prices vary by the number of occupants. Hotel reservations need to be made after notification of acceptance and are at your own cost.

Contact

For further questions, please contact us at info@metaphorlab.org

"Identifying Metaphor in Language – Introducing MIPVU"

Dr. Tina Krennmayr, Vrije Universiteit Amsterdam

Prof. Susan Nacey, Høgskolen i Innlandet

Course description

This course provides a thorough overview of the MIPVU procedure for identifying metaphors in discourse. After a brief introduction to the background and rationale for the development of MIPVU, participants are led step-by-step through the identification process, with guided hands-on exercises and group discussion. The course focuses on the identification of metaphors appearing in three different linguistic forms, all of which are first defined and exemplified: indirect metaphor, direct metaphor, and (to a lesser extent) implicit metaphor. Potential problematic issues and pitfalls at each step are explained and explored. By the end of the week, participants should be equipped to apply MIPVU to their own material and be able to justify why any particular lexical unit has (or has not) been identified as a metaphor-related word.

All accepted students will be invited to submit a brief sample of an English text from their own data in advance of the course, for possible group analysis.

Program

13:15-16:45 Monday to Friday

Each afternoon session will consist of an introductory lecture, followed by supervised group work. Active participation is required.

Monday:

Introduction to MIPVU –

- Background and rationale
- Metaphor types: indirect, direct, implicit
- Dictionaries as tools
- Procedural overview

Tuesday and Wednesday:

Working with MIPVU –

- Demarcation of lexical units
- Determination of the contextual sense
- Determination of the basic sense
- Evaluation of the distinction between contextual and basic meanings
- Relationship of comparison

Thursday:

Working with MIPVU –

- Direct metaphor
- Implicit metaphor

Friday:

Pulling it all together –
- Troubleshooting
- Collaboration
- Practice, practice, practice

Literature

Required reading:
- Part II in Nacey, S. (2013). *Metaphors in learner English*. Amsterdam: John Benjamins. (Pages 65-124)
- Chapter 2 in Steen, G. J., Dorst, A. G., Herrmann, J. B., Kaal, A. A., Krennmayr, T., & Pasma, T. (2010b). *A method for linguistic metaphor identification: from MIP to MIPVU*. Amsterdam: John Benjamins. (Pages 25-42)

Recommended reading:
- The remaining chapters in Steen, G. J., Dorst, A. G., Herrmann, J. B., Kaal, A. A., Krennmayr, T., & Pasma, T. (2010b). *A method for linguistic metaphor identification: from MIP to MIPVU*. Amsterdam: John Benjamins.
- Steen, G. J., Biernacka, E., Dorst, A. G., Kaal, A. A., López-Rodríguez, I., & Pasma, T. (2010). Pragglejaz in practice: Finding metaphorically used words in natural discourse. In G. Low, Z. Todd, A. Deignan & L. Cameron (Eds.), *Researching and applying metaphor in the real world* (pp. 165-184). Amsterdam: John Benjamins.
- Steen, G. J., Dorst, A. G., Herrmann, J. B., Kaal, A. A., Krennmayr, T., & Pasma, T. (2010a). Metaphor in usage. *Cognitive Linguistics, 21*(4), 757-788.

"Visual Metaphor: Identification, Analysis and Crowdsourced tags"

Dr. M. Bolognesi, University of Amsterdam

Course description

The goals of this course are threefold.

First we will first explore definitions and theories about visual metaphor, and its variability across different genres. We will then discuss open problems related to the identification and formalization of visual metaphors into A-is-B statements, and we will learn to apply the VisMip procedure, to identify visual metaphors in the wild.

Secondly, we will work on the VisMet corpus of visual metaphor, in order to refine and discuss the analyses of the visual metaphors currently included in the corpus. The discussion will be integrated on the corpus platform, and acknowledged in the corpus description.

Finally, we will work on a new tool that will be added soon to the corpus: the crowdsourced tags. Hundredths of internet users (not experts of metaphor) are currently tagging the Vismet images, through an online task using CrowdFlower. We will analyze the tags to investigate what type of semantic information is encoded in these keywords produced by non-experts, assuming that such tags express salient aspects of the image. We will investigate if the order in which the tags are produced matches a recent model for visual metaphor processing.

In general, during the morning lectures you will get acquainted with a number of tools developed for the identification and analysis of visual metaphors. After the lectures, you will identify and analyze metaphorical images in small groups. At the end of the week the groups you will give a short presentation about the analyses performed during the week.

Program

Monday	9.00-9.45	Lecture "Introduction to visual metaphor"
	9.45-10.30	Lecture "The VisMip procedure for visual metaphor <u>identification</u> in the wild"
	10.30-10.45	Coffee break
	10.45-12.15	Applying VisMip (hands-on session)
Tuesday	9.00-9.45	Lecture "The VisMet Corpus"
	9.45-10.30	Lecture "The three dimensions of visual metaphor <u>analysis</u>: The annotations of VisMet materials"
	10.30-10.45	Coffee break
	10.45-12.15	Analyzing examples of metaphors on the 3 dimensions and discussing the analyses of the VisMet materials.
Wednesday	9.00-9.45	Lecture "<u>Processing</u> visual metaphor"
	9.45-10.30	Lecture "How do abstract concepts emerge from images?"
	10.30-10.45	Coffee break
	10.45-12.15	Analyzing visual metaphors and reconstructing the operations that allow abstract concepts to emerge from concrete instances.
Thursday	9.00-9.45	Lecture "The expert vs. the novice: what <u>crowdsourced tags</u> reveal about visual metaphor understanding"
	9.45-10.00	Coffee break
	10.00-12.15	Analyzing the tags produced by internet users (content analysis)
Friday	9.00-12.15	Student presentations

Literature

- Bolognesi, M., van den Heerik, R., van den Berg, E. (under review). VisMet: an online corpus of visual metaphors. In Visual Metaphor: Structure and Process, ed. G. Steen. Amsterdam: John Benjamins.
- Forceville, C. 2008. Metaphor in pictures and multimodal representations. In R. Gibbs (ed.), The Cambridge handbook of metaphor and thought, 462-482. Cambridge: Cambridge University Press.
- Šorm, E. & Steen, G. under review. VISMIP: Towards a method for visual metaphor identification. In G.J. Steen (ed.) (under review), Visual metaphor: Structure and Process.

"Metaphor and argumentation"

Dr. J.H.M. Wagemans, University of Amsterdam

Course description

In this workshop we will explore the multifold relationship between metaphor and argumentation. What types of standpoints can be expressed by a metaphor? If a metaphor is used argumentatively, what type(s) of argument is/are involved? And how can the use of specific metaphors be resisted argumentatively?

During the morning lectures, you will get acquainted with a number of tools developed for the analysis of argumentation and learn how to use these tools for the purpose of reconstructing metaphors in argumentative discourse. After the lectures, you will collect and analyze examples of metaphor in argumentative discourse. At the end of the week, you will give a short presentation in which you identify the argumentative function of a specific metaphor as a standpoint or an argument, indicate its systematic place in a complex argumentation structure, identify the type(s) of argument that is/are instantiated, and provide an overview of associated criticisms and possibilities for resistance.

Program

Monday	9.00-9.45	Lecture "Introduction to argumentation theory"
	9.45-10.30	Lecture "Metaphor in argumentative discourse"
	10.30-10.45	Coffee break
	10.45-12.15	Collecting examples of metaphor in argumentative discourse
Tuesday	9.00-9.45	Lecture "A typology of propositions"
	9.45-10.30	Lecture "Identifying argumentative elements in texts"
	10.30-10.45	Coffee break
	10.45-12.15	Analyzing examples of metaphorical standpoints
Wednesday	9.00-9.45	Lecture "Argumentation structures"
	9.45-10.30	Lecture "Argument schemes"
	10.30-10.45	Coffee break
	10.45-12.15	Analyzing examples of metaphorical arguments
Thursday	9.00-9.45	Lecture "Resistance to metaphor"
	9.45-10.00	Coffee Break
	10.00-12.15	Analyzing examples of resistance to metaphor
Friday	9.00-12.15	Student presentations

Literature

- Eemeren, F.H. van, Garssen, B.J., & Wagemans, J.H.M. (2011). The pragma-dialectical method of analysis and evaluation. In R.C. Rowland, (Ed.), *Reasoned Argument and Social Change: Selected Papers from the 17th Biennial Conference on Argumentation* (pp. 25-47). Washington: National Communication Association.
- Eemeren, F.H. van, Garssen, B.J., Krabbe, E.C.W., Snoeck Henkemans, A.F., Verheij, H.B., & Wagemans, J.H.M. (2014). *Handbook of Argumentation Theory*. Dordrecht: Springer.
- Wagemans, J.H.M. (2016). Constructing a *Periodic Table of Arguments*. Paper available at SSRN: http://ssrn.com/abstract=2769833.