Annual report

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Introduction

The year 2017 was a productive year for the Metaphor Lab: it saw the publication of 12 refereed articles and 7 refereed book chapters. One PhD dissertation was defended (Gudrun Reijnierse) and one dissertation was completed (Anke Beger in Flensburg, Germany). Katarina Rasulic, published a parallel interview with Ray Gibbs and Gerard Steen about their work and views of each other's work: A metaphor biangle: Raymond W. Gibbs and Gerard Steen (*Metaphor and the Social World 7*[1], 130-151.) We also ran the second edition of the Metaphor Lab version of the Metaphor Festival, with Kathleen Ahrens and Alan Cienki as plenary speakers. Kathleen Ahrens joined the international advisory board of the Metaphor Lab.

Current research includes over 25 distinct projects in five themes. Highlights include:

- The completion in October of the PhD project The Value of Deliberate Metaphor by Gudrun Reijnierse—Gudrun then got a permanent position at Radboud University Nijmegen as a lecturer
- The completion in January of the Marie Curie postdoc project COGVIM, Cognitive Grounding of Visual Metaphor, by Marianna Bolognesi—Marianna then got a new postdoc position at the University of Oxford in the AHRC project Creative Multilingualism
- The completion of the NWO Veni project on Figruative Framing by Christian Burgers, with a workshop in December including guest speakers Andreas Musolff and Julien Perez—Christian then went on to acquire a new NWO project, in the Vidi grant scheme, on Contemporary Political Satire: Medium, Language and Impact of Satiric News
- The start in January of two postdoc projects in the NWO Resistance to Metaphor program, one on modeling resistance to metaphor by Lotte van Poppel and one on testing resistance to metaphor by Roosmaryn Pilgram

The lab collaborated with Gert Olthuis en Anke Oerlemans from Radboud University Nijmegen in applying for and then acquiring in the summer a project from ZonMW on Dementia in Metaphors. In November 2017, Frits Spits won a prize for his lifelong work on attention to the Dutch language and donated the prize money to the Metaphor Lab for research in 2018 on the way metaphor plays a role in dementia discourse in the media and between patients, doctors, and carers. Another new project that was acquired in 2017, from the grant scheme 'PhDs in the humanities' and in which the Metaphor Lab participates in supervision, is Pia Sommerauer's PhD project at VU University Amsterdam on resolving distortions in semantic spaces defined by words by analysing relations between word, sense and reference (with Piek Vossen).

All in all, the lab is thriving and continuing to pursue its agenda of fundamental and applied research across a range of domains and disciplines. This is also attested by the visitors that annually spend time at the lab to interact with our group, in 2017 amounting to as many as 11. We hope to be able to report more news about our progress for 2018 soon.

Gerard Steen

Scientific director

Current Projects

Theme	Project	People	Funding source	Projected year of comple-mentation	Output
Deliberate metaphor	Metaphor use in Chinese aphasia health care	Fu	China Scholarship Council	2020	PhD plus articles
	Deliberate Metaphor Theory	Steen	UvA	2019	Monograph
	Metaphors in college lectures	Beger	Flensburg University	2018	PhD plus articles
	Embodied simulation and metaphor	Cuccio & Steen	NWO	2018	Monograph
	The value of deliberate metaphor	Reijnierse	NWO	2017	PhD plus articles
Metaphor and Multimodality	Metaphors in Street art	Bolognesi, Stampoulidis, Zlatev	Lund University Phd programme / Creative Multilingualism, Oxford	2019	2 articles
	FILMIP	Bolognesi, Bort-Mir	Universitat Jaume I travel grant / Metaphor Geeks Siena hosting facilities.	2019	1 article
	Visual metaphor: Structure and process	Steen	NWO	2018	Book
	COGVIM	Bolognesi	Marie Curie fellowship	2017	4 Articles
	Abstract concepts	Bolognesi & Steen	EU Marie Curie KNAW ABC UvA Network Institute	2017	Symposium plus special issue of TopiCS journal plus book
	Tagging tool for VisMet Baby corpus	Bolognesi, Timmermans, Aroyo	Network Institute	2017	Crowdsourced image annotations for the Vismet corpus
Variation in Metaphor	Metaphorical alignment in office hours' consultations	Krennmayr	Vrije Universiteit Amsterdam	2019	Book chapter
	MIPVU in multiple languages	Nacey, Dorst, Krennmayr, Reijnierse	Vrije Universiteit Amsterdam	2019	Book

	A MIPVU How To: Challenges, Practicalities, Rationale	Krennmayr, Nacey, Dorst	Vrije Universiteit Amsterdam	2019	Book chapter
	Uncovering metaphorical alignment in cross-cultural conversations using a semantic annotation tool	Krennmayr	Vrije Universiteit Amsterdam	2017	Article
Figurative framing	Contemporary Political Satire: Medium, Language and Impact of Satiric News	Burgers	NWO/VIDI	2023	2 PhD's plus articles
	Metaphor in Health and Communication	Van den Heerik	External PhD Project	2019	PhD plus articles
	Figurative framing	Burgers	NWO/VENI	2018	Articles
	Dynamics of Figurative Frames in Dutch Public Discourse	Boeynaems	Vrije Universiteit Amsterdam	2018	PhD plus articles
	Constructive and Creative Co-Creation Campaigns	Van den Heerik, Burgers, Jong Tjien Fa, Droog	Network Institute Academy Assistant Project	2017	Article
	How Figurative Frames Change Over Time	Burgers, Ahrens	NWO	2017	Article
	Figurative Frames of Cyber-infrastructure	Christian Burgers, Kerk Kee, Elly Konijn	Institute for Societal Resilience (ISR)	2017	Article
Metaphor and argumentation	Resistance to metaphor	Steen, Andone, Plug & Wagemans	NWO	2021	Book
	Resistance to metaphor in science	Finsen	NWO	2019	PhD plus articles
	Resistance to metaphor in politics	Renardel de Lavalette	NWO	2019	PhD plus articles
	Resistance to metaphor in the media	Wackers	NWO	2019	PhD plus articles
	Modeling resistance to metaphor	Van Poppel	NWO	2018	Articles
	Testing resistance to metaphor	Pilgram	NWO	2018	Articles

Publications

Articles in refereed scientific journals

(1) Beukeboom, C.J., & Burgers, C. (2017). Linguistic bias. In H. Giles and J. Harwood (eds.). *Encyclopedia of Intergroup Communication*. New York: Oxford University Press. doi: 10.1093/acrefore/9780190228613.013.439

(2) Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). The effect of metaphorical framing of political issues on opinion: A systematic literature review. *Metaphor and Symbol, 32*(2), 118-134. doi: 10.1080/10926488.2017.1297623.

(3) Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). The impact of conventional and novel metaphors in news on issue viewpoint. *International Journal of Communication,* 11, 2861-2879.

(4) Bolognesi M. (2017). Using semantic features norms to investigate how the visual and verbal modes afford metaphor construction and expression. *Language and Cognition 9*(3). 525-552.

(5) Bolognesi M., Aina L. (2017) Similarity is Closeness: Using Distributional Semantic Spaces to model Similarity in Visual and Linguistic Metaphors. *Corpus Linguistics and Linguistic Theory*. doi: 10.1515/cllt-2016-0061.

(6) Bolognesi M., Pilgram R., Van den Heerik R. (2017). Reliability in semantic categorization: the case of semantic features norms. *Behavior Research Methods, 49*(6), 1984–2001.

(7) Brugman, B.C., Burgers, C., & Steen, G.J. (2017). Recategorizing political frames: A systematic review of metaphorical framing in experiments on political communication. *Annals of the International Communication Association, 41*(2), 181-197. doi: 10.1080/23808985.2017.1312481

(8) Burgers, C., & Steen, G.J. (2017). Introducing a three-dimensional model of verbal irony: Irony in language, in thought, and in communication. In A. Athanasiadou & H. L. Colston (eds.). *Irony in Language Use and Communication* (pp. 87-108). Amsterdam: Benjamins.

(9) Burgers, C., & van Mulken, M. (2017). Humor markers. In S. Attardo (ed.). *The Routledge Handbook of Language and Humor* (pp. 385-399). New York: Routledge.

(10) van den Heerik, R.A.M., van Hooijdonk, C.M.J., Burgers, C., & Steen, G.J. (2017). "Smoking is sóóó… sandals and white socks". Co-creation of a Dutch anti-smoking campaign to change social norms. *Health Communication, 32*(5), 621-628. doi: 10.1080/10410236.2016.1168000.

(11) Negro, I., Šorm, E., & Steen, G.J. (2017). General image understanding in visual metaphor identification. *Odisea: Revista de Estudios Inglese 18*, 113-132.

(12) Steen, G.J. (2017) Deliberate Metaphor Theory: Basic Assumptions, Core tenets, Remaining Issues. *Intercultural Pragmatics 14*(1), 1-24.

Articles for a general public

Burgers, C., Eden, A., & de Jong, R. (2017). Voorkom zombies: Hoe kiezen consumenten jouw app? *Tijdschrift voor Marketing, 51*(1/2), 46-49.

Book chapters and articles in volumes

(1) Bolognesi M. (2017). Conceptual metaphors and metaphorical expressions in images. In A. Baicchi, E. Pinelli (eds.) Cognitive modelling in language and discourse across cultures (pp.367-383), Cambridge: Cambridge Scholars Publishing.

(2) Bolognesi M. (2017) Grammatica visiva e apprendimento: aspetti semiotici delle vignette di Valico e trasposizione verbale nelle descrizioni di anglofoni. In E. Corino, C. Onesti (eds.) *Italiano di Apprendenti. Studi a partire da Valico e Vinca (pp.21-40). Roma: Guerra.*

(3) C. F. Burgers and G.J. Steen. (2017). Introducing a 3D model of irony: Irony in language, in thought, and in communication. In A. Athanasiadou & H. Colston (Eds.), *Irony in language use and communication,* pp. 87-108. Amsterdam: John Benjamins.

(4) Krennmayr, T., & Steen, G.J. (2017). VU Amsterdam Metaphor Corpus. In J. Pustejovsky & N. E. Ide (Eds.), *Handbook of linguistic annotation* (pp. 1053-1072). Berlin: Springer Verlag.

(5) Krennmayr, T. (2017). Metaphor and parts-of-speech. In E. Semino & Z. Demjen (Eds.), *The Routledge Handbook of Metaphor and Language* (pp. 165-177). London; New York: Routledge.

(6) Steen, G.J. (2017). Attention to metaphor: where embodied cognition and social interaction can meet, but may not often do so. In B. Hampe (ed.), in press, *Metaphor: Embodied Cognition and Discourse,* pp. 279-296. Cambridge: Cambridge University Press

(7) Steen, G.J. (2017). Identifying metaphors in language. In E. Semino and Z. Demjén (Eds*.), Handbook of metaphor and language*, pp. 73-87. London: Routledge.

PhD dissertations

Reijnierse, G. (2017). *The value of deliberate metaphor*. LOT Dissertation Series, 469. Utrecht: LOT.

Book review

Burgers, C. (2017). Political Metaphor Analysis: Discourse and Scenarios [book review]. *Journal of Communication, 67*(6), E9-E11. doi: 10.1111/jcom.12343

Presentations

Keynotes and other invited talks

Marianna Bolognesi

(1)   Intertext and Intermedia international conference. Invited keynote speaker at the University of Torino, IT, 30 November 2017.

(2)   Vismet 1.0: a corpus of visual metaphors. Invited speaker at a Seminar and Workshop, at Lund University, Sweden, Cognitive Semiotics department, 20 November 2017.

(3)   Workshop Everyday creativity in Communication. Invited speaker at University of Birmingham, UK, 7 September 2017.

(4)   Metaphors of the mind, international workshop. Invited discussant and chair at ISR Rome, Italym, 22 May 2017.

(5)   Distributional similarity beyond linguistic contexts: modeling metaphorical similarity in visual Vs. verbal metaphors. Invited speaker at a Seminar, University of Stuttgart, Germany, Institute for Natural Language Processing, 16 May 2017.

(6)   Metaphorical similarity in visual metaphors and linguistic metaphors: A distributional approach. Invited speaker at a Seminar, at University of Pisa, Computational Linguistics Lab, 4 May 2017.

(7)   Distributional similarity beyond linguistic co-occurrences. Invited speaker at the workshop High concepts Low downs, at UCD, University College Dublin, Ireland, Creative Language System Group, 29 March 2017.

(8)   Visual metaphors and abstract concepts. Invited speaker at a Seminar, at University of Bologna, Philosophy and Communication Department, 21 March 2017.

(9)   Linguistic Metaphors and Visual Metaphors: a distributional approach. Invited speaker at a seminar at University of Firenze, LABLITA Lab for computational linguistics and lexicography, 10 February 2017.

Christian Burgers

(10)   Figurative framing in political discourse. Speaker at ACLC Seminar University of Amsterdam, 13 October 2017.

(11)   Creativity in Figurative Framing. Invited speaker at Everyday Creativity and Communication, Birmingham (UK), 7 September 2017.

(12)   How creative is your metaphorical thinking? Workshop at Everyday Creativity and Communication, Birmingham (UK), 7 September 2017.

Gerard Steen

(13)   Deliberateness and creativity in metaphorical language, cognition and communication. Invited talk at 'Metaphor: links between knowledge and semantical-conceptual innovation' symposium. University of Modena and Reggio Emilia (Research Centre "Metaphor and Narrative in Science"), in cooperation with SIE – Società Italiana di Estetica and LIE – Laboratorio Interateneo di Estetica (University Centres of Ferrara, Modena-Reggio Emilia, Parma), 9-10 November 2017.

(14)   Deliberate Metaphor Theory (DMT) and style: on the interaction between language use and discourse. Keynote at the Third International Communication Styles conference, Krosno, Poland, 23-24 October 2017.

(15)   Analogy, utterance comprehension, and metaphor: a five step method for analysis. Contribution to Symposium Abstract Relational Thinking: Metaphor, spatial representation, and creativity (organizer Adam Green), at Analogy 2017: Fourth International Conference on Analogy, Paris, France, 31 July – 2 August, 2017.

(16)   Metaphor and argumentation in discourse: A genre approach. Invited talk at Metaphor and Argumentation: Meeting philosophy at the crossroads of enterprise and society. University of Cagliari, Cagliari, Italy, 25 – 27 May, 2017.

(17)   Metaphor and cognition: Intentions, attention, awareness and consciousness. Invited talk at ISR Workshop 'Metaphors of the mind: Inferences, imagination and sublimation.' Swiss Institute Rome, Rome, Italy, 22 May, 2017.

(18)   Metaphor as a model of scientific knowledge: From language to cognition and back. Invited talk at Sapienza University, Rome, Italy, 23 February 2017.

Jean Wagemans

(19)   Are metaphorical arguments always based on the concept of analogy? Invited speaker at the Metaphor and Argumentation Conference. University of Cagliari, May 26, 2017.

(20)   Analogy, similarity and the Periodic Table of Arguments. Keynote speaker at the PhiLang 2017 Conference, University of Łódź, May 12, 2017.

Refereed contributions to conferences and workshops

(1)   Beukeboom, C., Burgers, C., Szabo, Z., Cvejic, S., & Lönnqvist, J. (2017). The negation bias: A replication in five languages. Presentation at Etmaal van de Communicatiewetenschap, 26-27 January 2017.

(2)   Boeynaems, A**.,** Burgers, C**.**, Konijn, E.A., & Steen, G.J. (2017). Figuratively framed political statements: Combinatory effects of metaphor and hyperbole on political persuasion. Presentation at Etmaal van de Communicatiewetenschap, 26-27 January 2017.

(3)   Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). The effects of metaphorical framing of political issues on opinion: A systematic literature review. Presentation at 67th Annual Conference of the International Communication Association (ICA), San Diego, 25-29 May 2017.

(4)   Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). The impact of conventional and novel metaphors in news on issue viewpoint. Presentation at 67th Annual Conference of the International Communication Association (ICA), San Diego, 25-29 May 2017.

(5)   Boeynaems, A., Burgers, C., Konijn, E.A., & Steen, G.J. (2017). Figuratively framed political statements: Combinatory effects of metaphor and hyperbole on political persuasion. Presentation at Metaphor Festival Amsterdam, Amsterdam, 31 August - 2 September 2017.

(6)   Bolognesi, M. (2017) Concreteness ratings meet Metaphoricity. Metaphor Festival 2017, Amsterdam, NL, 31 August – 2 September 2017.

(7)   Bolognesi, M. (2017) Concreteness ratings meet Metaphoricity. ICLC International Cognitive Linguistics Conference 2017, Tartu, ESTONIA, 10 – 14 July 2017.

(8)   Bolognesi, M. (2017) Flickr Distributional Tagspace: Modeling the multimodal semantic information encoded in Flickr tags. International Conference on Multimodal Communication: Developing New Theories and Methods, Osnabruek, DE, 9 – 11 June.

(9)   Bolognesi, M. (2017) Concreteness ratings meet Metaphoricity. SALC 6, Scandinavian Association for Language and Cognition Conference 2017, Lund, SWEDEN, 20 – 22 April.

(10)   Brugman, B.C., Burgers, C., Vis, B., & Steen, G.J, (2017). The effects of metaphorical frames on voters' political opinions: A meta-analysis. Presentation at Metaphor Festival Amsterdam, Amsterdam, 31 August - 2 September 2017.

(11)   Brugman, B.C., Burgers, C., & Vis, B. (2017). The effects of metaphorical frames on voters' political opinions: A meta-analysis. Presentation at PSA Media & Politics Group Annual Conference, Kingston upon Hull, 16-17 November 2017.

(12)   Burgers, C., Renardel de Lavalette, K.Y., & Steen, G.J. (2017). Metaphor, hyperbole, and irony: Uses in isolation and in combination in written discourse. Presentation at 67th Annual Conference of the International Communication Association (ICA), San Diego, 25-29 May 2017.

(13)   Eden, A., Burgers, C., & Hahn, L. (2017). How Republicans and Democrats Use Morality in Discussing Political Issues. Presentation at 67th Annual Conference of the International Communication Association (ICA), San Diego, 25-29 May 2017.

(14)   Frezza, G., and Steen, G.J. Scientific metaphor and dementia narrative. Dementia and culture narrative Symposium, Aston University – Birmingham UK, 8-9 December 2017.

(15)   van den Heerik, R., Droog, E., Jong Tjien Fa, M., & Burgers, C. (2017). Creative and constructive language production: Linguistic co-creation of health campaign slogans on Facebook. Presentation at Anéla Juniorendag, Utrecht, 13 April 2017.

(16)   van den Heerik, R. (2017) 'Smoking is sóóó… sandals and white socks': Co-creation of a Dutch anti-smoking campaign to change social norms. Invited speaker at Health Communication Seminar University of Amsterdam, 16 June 2017.

(17)   van den Heerik, R., Droog, E., Jong Tjien Fa, M., & Burgers, C. (2017). Creative and constructive language production: Linguistic co-creation of health campaign slogans on Facebook. Presentation at Metaphor Festival Amsterdam, Amsterdam, 31 August - 2 September 2017.

(18)   Krennmayr, T. (2017). Metaphors in office hours' consultations: Are lecturers and students 'on the same page'? International Conference "Look Both Ways - Narrative and Metaphor in Education". Vrije Universiteit Amsterdam, Netherlands. 31 March 2017.

(19)   Krennmayr, T. (2017). Sight metaphors in office hours' consultations: do lecturers and students align? Metaphor Festival. Universiteit van Amsterdam, Netherlands. 1 September 2017.

Talks for a non-academic audience

Nijmegen Science Café, Beeldspraak of beelddenken? Over de kracht van metaforen. Contribution to public debate about Snap jij het echt? Of voelt dat alleen maar zo? 9 October 2017.

Events

Conferences, symposia, schools

(1) Figurative Framing in Political Communication, VU Amsterdam 15 December 2017
(2) Metaphor Festival 2017, University of Amsterdam, 31 August-2 September 2017
(3) Co-organization Look both ways: Narrative and metaphor in education. Amsterdam, VU University, 30 March – 1 April.
(4) Metaphor Lab Winter School 2017, University of Amsterdam. January 22-27, 2017.

Research Meetings

(1) 31 January
   Herman de Mönnink
   How are methaphors used in griefcounseling/grief therapy?
(2) 14 February
   Pia Sommerauer
   Recognizing conventional nominal metaphors in natural language: Implementing the Metaphor Identification Procedure – VU with WordNet
(3) 14 March
   Federico Gobbo
   Deliberate metaphors in Esperanto: building a cosmopolitan culture from scratch
(4) 28 March
   Chiara Ferella
   Deliberate metaphor use in Parmenides' two ways of enquiry
(5) 25 April
   Pauline Heyvaert
   Metaphors in Belgian political discourse: a new look on the identification of deliberateness
(6) 9 May
   Alfonso Sánchez-Moya
   "Walking on eggshells, treated like crap, getting nothing out of the relationship": metaphorical accounts of Intimate Partner Violence in online discourse
(7) 23 May
   Maryam Saneie Moghadam
   Data session
(8) 6 June
   Romy van den Heerik, Ellen Droog, Melanie Jong Tjien Fa & Christian Burgers
   Creative and constructive language production: Linguistic co-creation of health-campaign slogans on Facebook.

Visits

Host to visiting scholars

(1) Prof. dr. Kathleen Ahrens (The Hong Kong Polytechnic University), August and December 2017.
(2) Pauline Heyvaert (PhD Candidate University of Liège, Belgium), January-June 2017.
(3) Dr. Carlota M. Moragas-Fernández (Universitat Rovira i Virgili, Spain), August-September 2017.
(4) Dr. Kerk F. Kee (Chapman University, USA), November 2017.
(5) Prof. dr. Andreas Musolff (University of East Anglia, UK), December 2017.
(6) Dr. Julien Perrez (University of Liège, Belgium), December 2017.
(7) Ye Zhongxing, Huzhou University, China, 2017.
(8) Giulia Frezza, University of Sapienza, Rome, Italy (NWO Visitor Grant), 2017.
(9) Allison Creed, University of Southern Queensland, Toowoomba, Australia, 2017.
(10) Chiara Ferella, Humboldt Universität Berlin, Germany, 2017.
(11) Maryam Saneie, Tarbiat Modares University, Tehran, Iran, 2016-2017.

Miscellaneous

Scientific committees and board memberships
(1) Amber Boeynaems was a board member of the FSS Graduate Council.
(2) Christian Burgers was a member of the scientific committee of the *7th International Conference of the French Association for Cognitive Linguistics* (AFLiCo; University of Liège, Belgium; 31 May – 3 June 2017)
(3) Christian Burgers was a member of the scientific committee of the *12th Conference on Researching and Applying Metaphor* (RaAM12; Hong Kong Polytechnic University; 27-30 June 2018).
(4) Tina Krennmayr was a member of the scientific committee of the AFLiCO7 Conference (French Cognitive Linguistics Association, 31 May - 3 June 2017)

Jury memberships
(1) Christian Burgers was a jury member for the SWOCC Master Thesis Award (SWOCC Scriptieprijs), given annually to the best Master Thesis on the topic of persuasive and marketing communication.
(2) Amber Boeynaems was a jury member for the NeSCoR dissertation award 2017 for best Dutch dissertation in the field of communication science.

In the media
(1) Spits, F. (2017). Interview with Gerard Steen about Metaphor Festival. *Taalstaat,* 26 August 2017.
(2) Duin, R.J. (2017). Het nieuwe serieus: geen ruimte meer voor ironie? *Het Parool*, 20 mei 2017.
(3) Roger Abrahams (2017). Bob Dylan villen. *Varagids*, 12 april 2017.
(4) Weissink, A. (2017). Waarom had Rutte het toch altijd over die 'tocht door de woestijn'? *Het Financiële Dagblad*, 15 maart 2017.

Prizes and nominations
Ellen Droog was awarded the Wilhelmina Drucker Fellowship of *Werkgroep Vrouwelijk Talent* FSW-VU.

MA courses
Power of Metaphor (Vrije Universiteit Amsterdam) - Tina Krennmayr

Blogs
(1) Anjan Chatterjee & Eileen Cardillo (University of Pennsylvania, Philadelphia, USA)
Why the right hemisphere's role in metaphor processing might not be right.
http://metaphorlab.org
(2) Cihua Xu (Zhejiang University, Hangzhou, China)
The use of metaphor in argumentation.
http://metaphorlab.org