Preliminary Program Metaphor Festival 2019

Wednesday 28 August 2019			
17:00–19:00	**Registration** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04		
19:00–22:00	**Warm-up drinks** *Location:* Van Zuylen		
Thursday 29 August 2019			
8:30–12.00	**Registration (ongoing)** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04		
9.00–9.15	**Opening ceremony and announcements** *Location:* P.C. Hoofthuis, room 1.04		
9.15–10.15	**Plenary Lecture 1: Anjan Chatterjee** *Location:* P.C. Hoofthuis, room 1.04		
10.15–10.45	**Coffee and tea break** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04		
10.45-12.15	Program		
	Metaphor and journalism *Room 3.01*	Metaphor and (non-)native speakers *Room 4.04*	Metaphor and health (I) *Room 5.02*	Multimodal metaphor (I) *Room 6.05*
10.45–11.15	Conceptual metaphors in media discourse: Case study *Lindita Tahiri*	Demolishing walls and myths: Cognitive salience of literal and metaphorical meanings in L1 and L2 speakers *Marianna Bolognesi, Ana Werkmann Horvat*	An application of conceptual metaphor theory to depression metaphors *Cassandra Moss*	Art, metaphors and symbols in Italian heritage: The role of images in Sardinian artworks *Alice Guerrieri*
11.15–11.45	Effects of rhetorical figures and language intensity on click-through rate of news headlines *Luuk Lagerwerf*	Interpreting metaphor in a foreign language: "Even though I am not Norwegian and don't have the Norwegian mountains in me from childhood..." *Susan Nacey*	Metaphors and coping *Anna W. Gustafsson, Charlotte Hommerberg, Anna Sandgren*	Metaphors portraying the right-wing Dutch politician Geert Wilders in political cartoons *Charles Forceville, Natasa van de Laar*

11.45–12.15	Refugees in the Dutch newspaper Trouw: A study on the relation of metaphor and society *Munif Yusuf*	The effects of metaphor awareness-raising approach on the development of EFL learners' pragmatic proficiency *Masahiro Takimoto*	Metaphor for inner self exploration *Kazuko Shinohara, Uno Ryoko*	(Rigorous) imagination: Applying contemporary metaphor theory to the production of creative texts *Tom White*
12.15–13.30	**Lunch** *Location:* P.C. Hoofthuis third floor			
13.30–15.00	Program			
	Metaphor and politics *Room 3.01*	Processing rhetorical figures (I) *Room 4.04*	Metaphor and health (II) *Room 5.02*	PhD session (I) *Room 6.05*
13.30–14.00	Argumentative metaphorical comparisons in British parliamentary debates *Kiki Renardel de Lavalette, Corina Andone, Gerard Steen*	Metaphor processing in Farsi: An event-related potentials study *Mohammad Khaleghi*	Dementia in metaphors: Towards shared understanding and decision-making in families of various cultural backgrounds *Anke Oerlemans, Gert Olthuis*	Alloprovs: Variant realizations of proverb metaphors in Minangkabau traditional literature *Nofel Nofiadri*
14.00–14.30	Metaphorical models of politics and finance (1810-2017): A big-data, diachronic analysis of (metaphorical) domain constructions in American English *Gudrun Reijnierse, Christian Burgers*	Tracing the time-course of metaphor interpretation: Cross-modal evidence for dual access *Iola Patalas, Roberto G. De Almeida*	Among mother hens and team captains, industrious artisans and investigators: analysis of the health care professionals' metaphors *Paola Chesi, Antonietta Cappuccio, Giulia Maria Marini*	EU, UK and metaphor: A bilingual diachronic study *Oana Baetica*
14.30–15.00	Metaphors in political speeches: This time it's personal *Lilla Szabó*	How metaphor and simile comprehension changes across the familiarity spectrum *Felix Pambuccian, Gary Raney*	Moving from fight metaphors to limitations metaphors in heart disease; how to align patients, caregivers and physicians? *Giulia Maria Marini, Marco Testa, Maura Latella, Silvia Napolitano, Antonietta Cappuccio*	Event structure metaphors in academic writing textbooks *Tianfang Wang*

15.00–15.30	**Coffee and tea break** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04			
15.30–17.00	Program			
	Multimodal metaphor (I) *Room 3.01*	Conceptual metaphors *Room 4.04*	Metaphor and health (III) Room 5.02	PhD session (II) *Room 6.05*
15.30–16.00	Multimodal metonymy in Chinese promotional films *Yue Guan, Charles Forceville*	Conceptualization of language learning in terms of metaphors *Julia Ostanina-Olszewska*	A corpus-based study on metaphor use by people with aphasia *Jie Fu, Gerard Steen*	Heart metaphors in the Greek parliament *Despoina Felekidou*
16.00–16.30	The figurative visual language of virtual product design: The semiotics of colour and shape in smartphone app icons *Samantha Ford, Bodo Winter, Jeannette Littlemore*	Metaphorical nomination of God in John Gospel *Peter Shitikov*	Children's "life is hanging by a hair": Metaphors, stories and simulations in advertising for social causes *Elena Negrea-Busuioc, Diana-Luiza Simion*	The King of Pain: Examining the effect of metaphor conventionality on embodied simulation and state empathy in pain communication *Edward De Vooght, Liselot Hudders*
16.30–17.00	Visual and multimodal interaction of metaphor and metonymy in print advertising *Zahra Kashanizadeh*	Moon metaphors in multilingual spaces *Sally Zacharias*		Uruguayan Spanish metaphors with the verb 'dar': A study on change and social distribution *Roberto Aguirre, Manuel García-Ruiz, Florencia Reali, Yliana Rodriguez, Noel Macedo María, Mauricio Castillo*
17.00–17.15	*Move to reception*			
17.15–19.15	**Benjamins reception** *Location:* Het Paleis			
19.15–…	Free evening			

Friday 30 August 2019				
9.00–9.15	**Announcements** Gerard Steen *Location:* P.C. Hoofthuis, room 1.04			
9.15–10.15	**Plenary Lecture 2:** **Bodo Winter** *Location:* P.C. Hoofthuis, room 1.04			
10.15–10.45	**Coffee and tea break** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04			
10.45–12.15	Program			
	Metaphor in social contexts (I) *Room 3.01*	Metaphor and translation *Room 4.04*	Irony and satire *Room 5.02*	Space and motion metaphors *Room 6.05*
10.45–11.15	Future is rose color' but what color is the future? *Yoshihiro Matsunaka, Kazuko Shinohara, Ryoko Uno*	Deliberate metaphors used in English economic and financial press articles and their (un)translatability into Romanian *Daniela Dălălău*	A typology of humoristic direct metaphors in political satire *Ellen Droog, Christian Burgers, Gerard Steen*	Exploring moving time and moving ego metaphors through the Lens of Marathi *Arpita Gargesh*
11.15–11.45	Interchanging roles: Conjunction patterns to gender metaphors on weddings *Tao Ma*	Metaphor translation: Man vs machine *Lettie Dorst*	Emotional reactions to irony and metaphor *Herbert Colston, Sarah Noga, Liana Oh*	How does metaphor influence human reasoning: A case study on moving TIME *Shuping Huang*
11.45–12.15	Watering female subjectivity: Leanne Betasamosake Simpson's 'Big Water' *Sonia Persaud*	Shakespeare's conceptual conflicts and metaphorical swarms: Text functions and implications for translation *Ilaria Rizzato*	Satirical news as a hybrid genre: A cross-linguistic comparison with regular news and fiction *Britta Brugman, Christian Burgers, Camiel Beukeboom, Elly Konijn*	Metaphorical extensions of Dutch preposition op *Triaswarin Sutanarihesti, Setiawati Darmojuwono*
12.15–13.30	**Lunch** *Location:* P.C. Hoofthuis third floor			

13.30–15.30	Program		
	Corpus research into rhetorical figures *Room 3.01*	Idioms *Room 4.04*	Theory (I) *Room 5.02*
13.30–14.00	Detecting and understanding conventional metaphors in Farsi: Evidence from corpus and reading time experiment *Ramin Golshaie*	Hold onto the idea or kick the habit? The role of embodied cognition in metaphor processing *Felix Pambuccian, Gary Raney*	Computer- and paper-based normative ratings of metaphors: They are similar in some ways and different in other ways *Cesar Riano Rincon, Gary Raney*
14.00–14.30	Find oneself and lose oneself; Opposites or not? A corpus analysis *Barry Grossman*	Metaphorical idiom frequency and very casual corpora *Kris Ramonda*	Metaphor between ad hoc concepts and perceptual symbols *Marco Carapezza, Stefana Garello*
14.30–15.00	Metaphor use in CLIL textbooks: a move analysis *Rafael Alejo, Irene Castellano Risco*	Six of one, half a dozen of the other: Examining repetition effects in idiom processing *Krista Miller, Gary Raney*	Metaphor interpretation, analyticity, and compositionality: A view from atomism *Roberto G. De Almeida, Caitlyn Antal*
15.00–15.30	Metaphors German doctors learn(ed) by: A functional approach to metaphor use in German textbooks from a diachronic perspective *Alessandra Zurolo*	Supporting idiom learning through images in second language acquisition *Magdalena Zinsstag*	Metaphor, gender, and sexuality: A genealogical approach *Michiel Leezenberg*
15.30–16.00	**Coffee and tea break** *Location:* P.C. Hoofthuis, Hallway first floor, outside room 1.04		
16.00–17.30	Program		
	Metaphor in social contexts (II) *Room 3.01*	Metaphor and argumentation *Room 3.01*	Theory (II) *Room 5.02*
16.00–16.30	A crosslinguistic and corpus based critical metaphor analysis of 'democracy' *Melike Bas*	Argument scheme of metaphorical argument: Analogical or symptomatic? *Chuanrui Zhang, Cihua Xu*	Rethinking linguistic and conceptual metaphor in discourse: The rise of metonymy *Sebastian Fritsche*

Time	Session A	Session B	Session C
16.30–17.00	Metaphorical framing of 'free economy': The liberalization of economy in Hong Kong (1997-2017) *Huiheng Zeng, Kathleen Ahrens*	The cognitive utility of flawed metaphors and their rectification *Benjamin Angerer*	What happened to literal meaning? A minimalist account of metaphor interpretation *Laura Pissani, Roberto G. De Almeida*
17.00–17.30	Picturing the Wastescape: Visual metaphors of trash in the discourse of zero-wasters *Giulia Berardinelli*	The perceived reasonableness of metaphors in argumentation *Roosmaryn Pilgram*	The metaphorical dimension of making in the visual arts *Clive Cazeaux*
17.30–18.00	Presentation of the Christina Alm-Arvius Award (PhD prize) *Location:* P.C. Hoofthuis, Room 1.04		
18.00–19.30	*Move to conference dinner*		
19.30–…	**Conference dinner** *Location:* Orontes, Albert Cuypstraat 40-42		

Saturday 31 August 2019			
10.30–12.00	Talk with the experts		
	Expert session 1 *Crea*	Expert session 2 *Crea*	Expert session 3 *Crea*	Expert session 4 *Crea*
10.30–12.00	Discuss research ideas with Marianna Bolognesi	Discuss research ideas with Anjan Chatterjee	Discuss research ideas with Giulia Frezza	Discuss research ideas with Bodo Winter
12.00–13.30	**Lunch** *Location:* Crea Café		
13.30–15.00	Workshop "Figurative language and cartoons" With cartoonist Tjeerd Royaards *Location: Crea*		

Locations

Registration and the academic program will be held at: P.C. Hoofthuis (PCH), Spuistraat 134, 1012 VB Amsterdam. The closest tram stop to the PCH is 'De Dam' (Dam Square).

The workshop program of Saturday August 31 will be held at: Crea, Nieuwe Achtergracht 170, 1018 WV Amsterdam.
The closest tram stop to Crea is ''s Gravesandestraat'.