

Message from the Chair

As the challenges we face in the second decade of the 21st century continue, we are proud of RaAM members who explore these challenges in their research and who take personal initiative to address these multifaceted issues. We especially want to thank the local organizing committee of RaAM15 in Poland, for their efforts in hosting RaAM15 while shouldering the responsibility of helping Ukrainians fleeing from war. We look forward to seeing new and old friends at RaAM15 this September and joining a timely discussion on the social impact of metaphor.

This year, we received 20 submissions for the newly revived RaAM Research Grant. We would like to thank all of the applicants who sent in fabulous research proposals and extend our congratulations to the three winners. The short abstracts of the three winning projects are included on pages 5-8 in this newsletter.

A number of important positions on the RaAM Executive Committee (EC) are up for election (deadline: June 15, 2022). The contribution of its members fuels the sustainability of RaAM. We would like to encourage you to stand for the EC positions. The EC is a great group of people dedicated to making RaAM work and it is an important service to the academic and wider community. Details can be found on page 3. If you want to know more, please do not hesitate to talk to the current EC members – we would love to hear from you!

For RaAM to continue to provide a vibrant environment for researchers to communicate and collaborate, we depend on you. Please keep sending us information about your publications, research projects, conference experiences, and more for any of the upcoming Newsletters.

Kathleen Ahrens, Chair of RaAM

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RaAM

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THE SOCIAL IMPACT OF METAPHOR

21-24 September 2022

ONLINE (Zoom)

Białystok 2022

raam15.uwb.edu.pl

RaAM15 is almost here and it's looking good! The celebration of metaphor research starts September 21 and this year we focus on the socio-political perspective of figurative language. As usual, we have four fantastic Keynote Lectures, regular panels, as well as posters and work-in-progress sessions. Like in the previous years, six shortlisted candidates will compete for the PhD Presentation Prize sponsored by John Benjamins.

Additionally, waiting for you are:

- Three pre-conference workshops:
 - 1) CareerMETA4 Workshop (Allison Creed)
 - 2) Text-Label-System: An Annotation Tool for Metaphor (Siaw-Fong Chung, Chia-Hui Chang, Fong-Hsiung Cheng, Joshua Huang)
 - 3) How to publish in a top journal? (Jeannette Littlemore)
- And three theme sessions:
 - 1) Conceptual Levels of Metaphor
 - 2) Metaphorical structuring in critical global issues
 - 3) Metaphor as a Byproduct of Voice Markers: A Cross-cultural Perspective from the Austronesian Languages

But wait, there's more! This year we put social into social impact to make sure you can network and socialize in the comfort of your home. We start the party early with the **pre-conference meetings** where you can say hi to the familiar faces and get to know the first timers. During the conference, you'll have a chance to **discover Białystok** from the perspective of the locals and **polish your Polish** with an actual Polish as a Foreign Language teacher. RaAM student members will be able to chill with RaAM's Postgraduate Liaison in a dedicated Bring Your Own Drinks **PhD event**. And that's not even the full list!

Registration for the conference opens in June. Authors of accepted papers will be able to register until **July 15** through a dedicated page on the RaAM's main website. **To be able to register, you must be a paid-up member of RaAM.** The conference fees are: 40 EUR (regular); 20 EUR (student); 10 EUR (non-presenters).

If you have any questions, feel free to contact us at [raam15\[at\]uwb.edu.pl](mailto:raam15@uwb.edu.pl)!

Do zobaczenia na konferencji! See you at the conference!

Justyna Wawrzyniuk, University of Białystok (Poland)
on behalf of the LOC

RaAM Executive Committee Election

A number of positions on the RaAM Executive Committee (EC) are up for election in 2022.

Why should you stand for election?

It is important that RaAM is run by its members. We therefore need people to be willing to give their time and energy to making sure RaAM continues to develop as an international support for research and training on metaphor, metonymy, and other forms of figurative expression. Being a board member gives you the opportunity to be more involved in the RaAM community and to expand your professional network. So, if you are interested in helping, please stand.

Which positions are up for election?

Except for the positions of Conference Liaison and Newsletter Editor, all positions on the EC are up for election. This means it is extra important for the continuity and success of our Association that a good number of people consider standing for election this year. Click on each position to find out more about what the position entails.

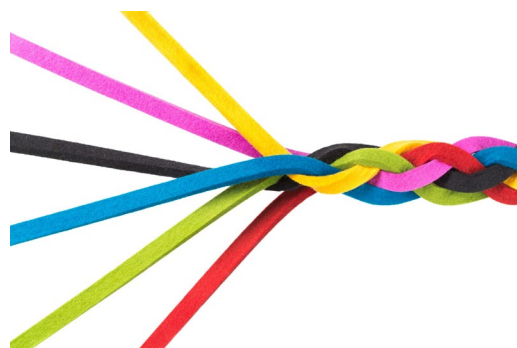
- [Chair](#) (4 years)
- [Secretary](#) (4 years)
- [Treasurer](#) (3 years, UK-based)
- [Web Editor](#) (3 years)
- [Communications officer](#) (2 years) (previously: Ordinary Member)
- [Grants/prizes officer](#) (2 years) (previously: Ordinary Member)
- [Postgraduate Liaison](#) (2 years)

How do I stand?

Fill out the candidacy form below. Please note that you can only apply when you are a paid-up member of RaAM. You can check your membership via [these instructions](#).

The application deadline is **June 15, 2022**, at 11:59 PM (CET) [extended].

Link to the candidacy form: <https://www.raam.org.uk/please-stand/>.



RaAM Calls

Early Career Prize 2022

We are delighted to announce the call for submissions for the RaAM Early Career Research Paper Prize 2022!

The **RaAM Early Career Research Paper Prize** aims to encourage the production and dissemination of high quality research in the field of metaphor, metonymy, and other forms of figurative expression.

The prize is awarded every conference year for the best research paper published by a researcher who has recently completed a PhD.

The prize is £200 + 1 year's free membership of RaAM

Read more about the [criteria, eligibility, and procedures](#). Send in your application [here](#).

Submission deadline: **15 July 2022**.

Announcement of award: RaAM15 Conference, 21-24 September, 2022.

Earlier winners can be found [here](#).

Conference Bursaries

RaAM supports a number of bursaries for attendance of the next RaAM conference, which is held virtually in September 2022 and hosted by the University of Bialystok in Poland. Bursaries include **the conference fee and a 7-month gift RaAM membership**.

Researchers who are affiliated with universities in countries that are designated by the United Nations (UN) as members of Upper-middle-income, Lower-middle income, and Low-income economies, as specified [here](#), may apply. Whether you can apply, thus depends on the country you currently live (not your country of origin).

Applications should be submitted via the application form below no later than **May 31, 2022, 11:59 PM (CET)**. Applications will be assessed as soon as possible after this deadline. When the requested amount of bursaries exceeds our available funding, bursaries will be given out on a first-come, first-serve basis.

For more information about how to apply, visit [this page](#).

RaAM Research Grant: Funded Projects

Metaphor in Peace and Unity Building: Myth or Reality

Dr. Raphael Francis Otieno

Jaramogi Oginga Odinga University of Science and Technology, Kenya

Abstract

Metaphor is a strategy used in political communication to deliver messages. Metaphor plays a role in structuring our social reality and can, therefore, be deployed to manipulate the electorates' emotions and bring about disastrous political consequences such as violence. However, metaphor can also be used to discuss serious political issues affecting a country and rally citizens behind their country. This paper focuses on metaphor in peace and unity building in Kenya during political campaigns for the August 9, 2022 General Elections. The study is situated within Cognitive Linguistics and the Conceptual Metaphor Theory (CMT) framework. CMT views metaphor as a cognitive instrument and offers a link between the source domain and the abstract domain. Both CMT and Critical Metaphor Analysis (CMA) are, therefore, critical in this study. Research data is obtained through live recording of campaign speeches of the 'Azimio la Umoja-One Kenya Coalition' (a Unity Declaration-One Kenya Coalition) campaign team and from You-Tube. Metaphorically Related Words (MRWs) in the campaign rhetoric are identified using Metaphor Identification Procedure (MIPVU). Purposive sampling is applied to choose metaphoric items that possess the required characteristics with respect to the objective of the study. The linguistic metaphors identified and conceptual metaphors built from them are subjected to critical metaphor analysis. The findings are expected to indicate the extent to which features of conceptual sources were manipulated by the 'Azimio la Umoja-One Kenya Coalition' team to build peace and unity in Kenya during the political campaign period.

Dr Raphael Francis Otieno

I am a researcher, a Deputy Principal and a teacher of English at Dirk Allison GSM School in Kenya. I hold both a PhD and a Master of Arts degree in English Language and Linguistics obtained at Jaramogi Oginga Odinga University of Science and Technology and Egerton University, Kenya respectively. I have great interest in metaphor studies and my publications mostly focus on metaphor in political discourse. I have authored six (6) publications in refereed journals. I am currently working on 'War metaphors.' I am a member of the Editorial Board of two distinguished journals.



RaAM Research Grant: Funded Projects

Exploring the Irony marked by Orthographic Deviance in Japanese crime novels

Dr. Misuzu Shimotori
University of Bergen, Norway

Abstract

Japanese language has a complicated writing system of orthography. Japanese sentences usually combine three types of characters: ideographic characters called *kanji* (with their origins in Chinese characters), and two types of syllabic characters called *hiragana* and *katakana*. Generally, *katakana* is mainly used for loanwords and proper names of Western origin, but some previous studies mentioned that if *katakana* is used for words that should be written in *kanji* or *hiragana*, this generates some interesting effects such as irony, humor or satire, in the reading audience. I will explore this usage of *katakana* in Japanese crime novels because there are many conversational sentences where characters convey their feelings and thoughts that would express the speaker's negative and hidden attitude. The goals of this project are to: 1) collect manually a large size of instances on the orthographic deviances, which evoke irony to the reading audience, in Japanese literary works. I'll choose at least five Japanese still-living authors and go through all *katakana*-syllabled words in their whole works, and 2) build an own corpus of ironic uses that are annotated by various types of irony.



Dr. Misuzu Shimotori received PhD at Umeå University, Sweden, on a concept study on dimensional adjectives in Japanese and Swedish. Her research interests are mainly in cognitive semantics, as well as in pragmatics, language acquisition and translation. She has presented many papers at different international conferences, especially on metaphorical expressions in Japanese and how people understand them. Since 2019 she has worked as associate professor at University of Bergen, Norway.

RaAM Research Grant: Funded Projects

How About Metaphors for Dinner? A Digest of Metaphorical Conceptualizations in Pro-Ana Communities

Dr. Paola Vernillo & Dr. Gloria Gagliardi
University of Florence, Italy / University of Bologna, Italy

Abstract

This project aims at exploring the metaphorical imagery that hides in the folds of anorexia nervosa (henceforth AN) and to provide a digest of its most frequent metaphorical conceptualizations.

AN is a psychopathological disorder characterized by a fluctuant bodily perception usually reinforced by dysfunctional food routines. At the psychological level, inflexible thinking, rigid behavior, and disconnection from bodily experience represent core features of the disorder. Patients are also characterized by a strong sensitivity to praise, anxiety, and perfectionism.

Over the last years, the most virtual side of AN has been unveiled by the alarming proliferation of blogs and social networks in which pro-ana communities (i.e., web-based groups of anorexic or aspiring anorexic users) promote the maintenance of their eating disorder.

We aim at defining the linguistic profile of pro-ana communities by starting from those metaphors used to narrate these individuals' eating disorders and bodily images. In particular, we will investigate the phenomenon of concretized metaphors (Skårderud, 2007), i.e., concretistic uses of words in which desymbolized bodily associations are experienced in terms of concrete reality (Enckell, 2002). In AN, concretized metaphors seem to result from the direct correlation between the concreteness of symptoms and the reduced capacity of making mental representations (Bates, 2015).

From a methodological perspective, we will build a balanced resource of texts produced by online pro-ana communities, and we will proceed with a topic modeling analysis and the qualitative annotation of the data. The domains more frequently recurrent will be identified and evaluated according to more general conceptual metaphors in literature.

(continue reading on the next page)

RaAM Research Grant: Funded Projects

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Enckell, H. (2002). *Metaphor and the psychodynamic functions of the mind*. Doctoral dissertation, Kuopion Yliopisto, Kuopio.

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Skårderud, F. (2007b). “Eating one's words, part II: The embodied mind and reflective function in Anorexia Nervosa – theory”. *European Eating Disorders Review*, 15(4), 243-252.



Paola Vernillo received a Ph.D. in Linguistics from the Università degli Studi di Firenze and Vrije Universiteit Amsterdam in 2020. For the last two years, she worked as a post-doc at the Università degli Studi di Firenze on the PRIN project IMPAQTS (Implicit Manipulation in Politics - Quantitatively Assessing the Tendentiousness of Speeches) and served as a tutor in General Linguistics at the Alma Mater Studiorum - Università di Bologna. In her research, she adopts a cognitive approach to language and studies metaphors as means to better understand how people model abstract thought and semantic contents.

Gloria Gagliardi is currently a Senior Assistant Professor at the Alma Mater Studiorum - Università di Bologna. Her research interests focus on Clinical Linguistics, and in particular on the linguistic profiling of some developmental and acquired high-impact pathologies (i.e., Developmental Language Disorders, Autism, Dementia, and Anorexia Nervosa). She exploits experimental methods that bridge "traditional" psycholinguistics and Natural Language Processing.



Recent Publications

Articles

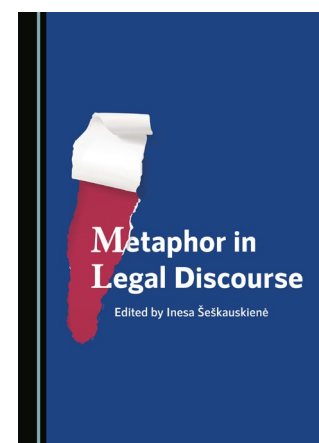
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<https://doi.org/10.1016/j.lingua.2020.102955>
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- Qiu, H., Watson, B., & Tay, D. (2022). Metaphors and trauma: An image schematic analysis of symptom-specific metaphors. *Lingua*, 271, 103243–.
<https://doi.org/10.1016/j.lingua.2022.103244>

Books (details on the following pages)

- Šeškauskienė, I. (Ed.) (2022). *Metaphor in Legal Discourse*. Cambridge Scholars Publishing. ISBN 9781527578494, 1527578496. <https://www.cambridgescholars.com/product/978-1-5275-7849-4>
- Colston, H., Matlock T. & Steen, G. J. (Ed.) (exp. Oct 2022). *Dynamism in Metaphor and Beyond*. John Benjamins Publishing Company. <https://benjamins.com/catalog/milcc.9>
- Carrol, G. (2022). *Jumping Sharks and Dropping Mics: Modern Idioms and Where They Come From*. John Hunt Publishing. <https://www.johnhuntpublishing.com/iff-books/our-books/jumping-sharks-dropping-mics-modern-idioms>
- Schröder, U., Mendes de Oliveira, M. & Tenuta, A. (Ed.) (2022). *Metaphorical Conceptualizations: (Inter)Cultural Perspectives*. Berlin, Boston: De Gruyter Mouton. <https://www.degruyter.com/document/doi/10.1515/9783110688306/html>

Šeškauskienė, I. (Ed.) (2022). *Metaphor in Legal Discourse*. Cambridge Scholars Publishing.

This book explores different aspects of metaphoricity in legal discourse, from court proceedings and written institutionalised texts to judges' argumentation and in spoken records, among others. It brings together linguists and law professionals from six different countries to investigate metaphor as a conceptual phenomenon accessible through language and, more specifically, through actual linguistic contexts of use.



About the editor

Inesa Šeškauskienė earned her PhD in Linguistics from Vilnius University, Lithuania, in 1995, and has been affiliated with this institution since her graduation. She has conducted research at Uppsala University, Sweden, Oxford University, and the University of Toronto, and spent six months in the University of California in Berkeley as a Fulbright Scholar. Her research focuses on metaphoricity in different types of discourse, space, and learner language.

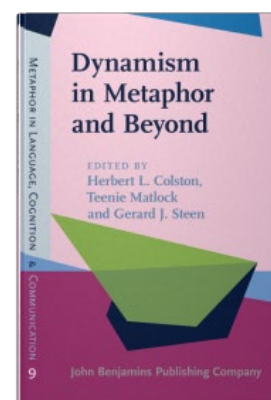
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- Chapter 4: Direct Metaphor in Selected TED Talks on Crime and Criminal Justice (Justina Urbonaitė)
- Chapter 5: Metaphor in Legal Translation: Space as a Source Domain in English and Lithuanian (Inesa Šeškauskienė)
- Chapter 6: Metaphor as a Foundation for Judges' Reasoning and Narratives in Sentencing Remarks (Miguel Ángel Campos-Pardillos)
- Chapter 7: Metaphors of Kairos (Linda L. Berger)
- Chapter 8: Ordre Public: A Research into the Origin and Evolution of a Legal Metaphor (Lucia Morra and Barbara Pasa)
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Link to the book: <https://www.cambridgescholars.com/product/978-1-5275-7849-4>

Colston, H., Matlock T. & Steen, G. J. (Ed.) (exp. Oct 2022). *Dynamism in Metaphor and Beyond*. John Benjamins Publishing Company.

The last half century witnessed an upheaval in scientific investigation of human meaning-making and meaning-sharing. *Dynamism in Metaphor and Beyond*, is offered as a snapshot of the status of this multidisciplinary endeavor—a peak under the umbrella of what Cognitive Linguistics, Psycholinguistics, Figurative Language Studies and related fields have morphed into. This volume honors Raymond W. Gibbs, who played no small role in this upheaval.



The themes and insights emerging from the chapters (i.e., among others, a need for account integration, a new appreciation of the dynamic nature of figurative [and all] meaning-making, a need for continued broadening of the communicative techniques in our studied topics, greater attention to emotion, a deepened appreciation of social motivations and psychological processes involved, etc.) may guide us in our continued grappling with meaning-making and meaning-sharing, via metaphor, through figurative language, and via other communicative phenomena associated with them.

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Narrative experiences of metaphor (Richard J. Gerrig and Zared R. Shawver)

Researching embodied metaphor production through improvisational dance practice (Alan Cienki and Michael O'Connor)

Feeling for speaking: How expressive body movements ground verbal descriptions of emotions (Cornelia Müller and Benjamin Marienfeld)

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Fictive motion in the wild: Chapter for *Dynamism in metaphor and beyond* (Teenie Matlock)

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Colston, H., Matlock T. & Steen, G. J. (Ed.) (exp. Oct 2022). *Dynamism in Metaphor and Beyond*. John Benjamins Publishing Company.

Between embodiment and usage: Conventionalized figurative expressions and the notion of 'idiom set' (Beate Hampe)

Metaphors and meaning-making in young people's talk about climate change (Alice Deignan and Elena Semino)

Experiential viewpoint, simile and dynamicity in discourse (Barbara Dancygier)

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PART III. INFLUENCERS AND DRIVERS: BIGGER PICTURES

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How to talk about motion without verbs (Jean M. Mandler)

Defaultness vs. constructionism: The case of default constructional sarcasm and default non-constructional literalness (Rachel Giora)

Relevance theory perspectives on web-mediated communication (Charles Forceville and Natalia Sánchez-Querubín)

Language happens (Michael J. Spivey)

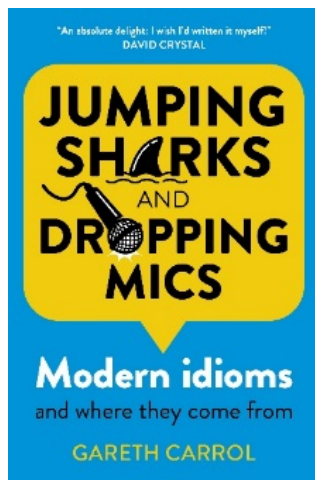
Link to the book: <https://benjamins.com/catalog/milcc.9>

Please donate to the RaAM Support Fund!

The Support Fund offers a limited number of bursaries for PhD students and non-students to attend RaAM conferences and seminars. Bursaries will be awarded based on economic need, with a special focus on students and non-students from developing countries, and include a fee waiver and/or a subsidy for travel costs.

Donations can be made via the [RaAM website](#).

Carrol, G. (2022). *Jumping Sharks and Dropping Mics: Modern Idioms and Where They Come From*. John Hunt Publishing.



Gareth Carrol presents a collection of "modern idioms", which have become a part of our vocabulary in the past 50 years or so. In most cases, idioms such as "raining cats and dogs", that colour our everyday communication, are deeply rooted in culture and history. However, just like words, new idioms emerge in language, and many have entered our vocabulary through TV, movies and the internet. These modern idioms can be dated very precisely. *Jumping Sharks and Dropping Mics* finds the origins of these idioms, and charts their development.

"An absolute delight: I wish I'd written it myself!"

– David Crystal

Gareth Carrol is a Senior Lecturer in Psycholinguistics at the University of Birmingham. His research focuses on the comprehension, processing and use of figurative and formulaic language, including idioms and metaphor, in first and second language speakers. He has published on these topics in a range of journals and books, and has presented at conferences on figurative language, including at RaAM events.

Link to the book: <https://www.johnhuntpublishing.com/iff-books/our-books/jumping-sharks-dropping-mics-modern-idioms>

Reader Reviews

Rating: 5 out of 5 stars.

"Did you ever wonder where 'Jumping Sharks' comes from? Well, then this is definitely the book for you! This book is FULL of fun facts that you can amaze your family & friends with. I enjoyed reading this book and learning the interesting things that are here!"

Terri Ladage Randolph (Reviewer), NetGalley

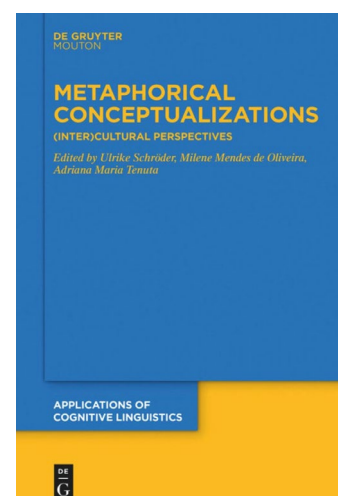
Rating: 5 out of 5 stars.

"Brilliant! Fun and witty with all the background detail of where those idioms began. Lots of TV, film and modern culture references, really enjoyed dipping in and out of this. Especially enjoyed discussing parts of this with my son who has autism, he can sometimes take things literally and struggle to understand what people mean when they use certain phrases..."

Martha Reads Books (Reviewer), NetGalley

Schröder, U., Mendes de Oliveira, M. & Tenuta, A. (Ed.) (2022). *Metaphorical Conceptualizations: (Inter)Cultural Perspectives*. Berlin, Boston: De Gruyter Mouton.

The book deals with the important shift that has been heralded in cognitive linguistics from mere universal matters to cultural and situational variation. The discussions examine cognitive and cultural linguistics' theories in relation to the following areas of research: (i) metaphorical conceptualization; (ii) the influence of culture on metaphor, metonymy and conceptual blends; (iii) the impact of culture and cognition on metaphorical lexis; (iv) the interface of pragmatics and cognition when metaphor is studied in situ, that is, in face-to-face as well as in virtual multimodal interaction; (v) the application of insights from metaphorical conceptualizations to language teaching, and (vi) recent methods for revealing (inter)cultural metaphorical conceptualizations (corpus-based approaches, gesture studies, etc.). The book brings together cognitive, functional, and (inter)cultural approaches.



About the Editors

Ulrike Schröder and **Adriana Maria Tenuta**, Univ. Minas Gerais, Belo Horizonte, Brazil, **Milene Mendes de Oliveira**, Universität Potsdam.

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Schröder, U., Mendes de Oliveira, M. & Tenuta, A. (Ed.) (2022). *Metaphorical Conceptualizations: (Inter)Cultural Perspectives*. Berlin, Boston: De Gruyter Mouton.

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Link to the book: <https://www.degruyter.com/document/doi/10.1515/9783110688306/html>

Call for Papers

Special issue of *Terminology: International Journal of Theoretical and Applied Issues in Specialized Communication*, on **Terminology, ideology and discourse**

Guest editors:

Katia Peruzzo, University of Trieste, Italy

Paola Catenaccio, University of Milan, Italy

Deadline: September 30, 2022

Link: https://benjamins.com/series/term/callforpapers_tid.pdf

Student matters: An update from the Postgraduate Liaison

Dear Student Members,

While RaAM15, organized by my alma mater University of Bialystok, is still a couple of months away, I'd like to invite you to all to join us for the conference. Unfortunately, due to the war in the neighboring Ukraine we had to move the conference to the virtual realm entirely. But I keep saying that it's not the place but the people who make RaAM events so special, so I'm sure we'll have plenty of opportunities to network and have fun this year too. The registration starts very soon and there's a special discount for RaAM student members. Hope to see you all (t)here in September! Can't wait to hear about your research.



I am very excited about this issue of METAPHOR Column, comprised of 3 (!) talks. It was my pleasure to interview our Chair and RaAM15 Keynote Speaker, prof. **Kathleen Ahrens**. See for yourself what she said about her favorite metaphor, places to visit in Hong Kong, and her experience as a researcher and a writer! All that and more on pages 17-20. **Ellen Droog** from Vrije Universiteit Amsterdam in the Netherlands was my interviewee for the student Metaphor Column. We discuss metaphors in satirical news and how, if at all, your own sense of humor affects your research. Check the interview on pages 24-25! Sui He from Swansea University (UK) interviewed her PhD supervisor, prof. **Mark Shuttleworth** from the Hong Kong Baptist University. They extensively talk about metaphor in translation on pages 21-23. Enjoy!

The METAPHOR Column has been a regular feature since 2015. If you would like to interview and established academic for the MC or be interviewed yourself, please email postgrad_liaison@raam.org.uk

And finally, since 'tis the election season in RaAM, make sure you cast your vote for the new PG Liaison! Whoever you choose, I can assure you you'll be in good hands.

As I sign off as the Postgraduate Liaison for the last time, I'd like to thank you all for these two wonderful years and hope to see you around!

All the best,

Justyna Wawrzyniuk

Postgraduate Liaison

The Metaphor Column

interview by Justyna Wawrzyniuk



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Kathleen Ahrens is a Professor in the Department of English and Communication and a member of the Research Center for Professional Communication in English at The Hong Kong Polytechnic University. She is Chair of the Executive Board for the Association for Researching and Applying Metaphor ('18-'22), former President of the Hong Kong Academy of the Humanities ('18-'19), and a member of the International Advisory Board for the Metaphor Lab Amsterdam. She is a member of the Editorial Boards of *Lingua* (Elsevier), *Metaphor and the Social World* (Benjamins), *Journal of Pragmatics* (Elsevier) and *Lingua Sinica* (Sciendo). She is also a member of the Editorial Board for the book series *Metaphor in Language, Cognition, and Communication* (Benjamins). Prof Ahrens has recent papers in *Language, Cognition and Neuroscience*, *Intercultural Pragmatics*, *PLoS One*, *Journal of Pragmatics*, *Metaphor & Symbol*, and *Applied Linguistics* and she has had two recent *Lingua* papers selected as Editor's Choice articles. She has also edited one academic volume: *Politics, Language and Conceptual Metaphors* (Palgrave Macmillan). During her research career, she has gained over 1 million US dollars in competitive research funding and published extensively on issues relating to critical metaphor analysis. Professor Ahrens takes an inter-disciplinary approach to the study of metaphor, running behavioral crowd-sourcing, neuro-imaging, and reaction times studies, as well as analyzing metaphor use through corpus-based and ontological-based approaches.

M is for **Metaphor**. Do you have a favorite metaphor? Can you tell us more about it?

My favourite metaphor—as you will easily see from my answers below—is LIFE IS A JOURNEY. I like it because it's so useful to talk about so many aspects of life—challenges and highpoints, grief and joy, as well as the idea that we are all here for each other. Martha Pollack, current President of Cornell University, phrased it aptly when she said, "Knowledge gives us a compass," she said. "But kindness is what gets us down the road."

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E is for Exploration. What sparked your interest in researching metaphors?

Back in the early 80's when I was an undergrad at UMASS/Amherst I took an honors seminar that focused on Lakoff and Johnson's 1980 book "Metaphors We Live By." I wrote a paper on Reagan's use of metaphor in his Inaugural Address. For those of you who know my work, you will recognize that that early stylistic analysis was a precursor to my later corpus-based work. But it wasn't a straight line between those two points. In between I studied for my master's degree in Taiwan (looking at pronominal affixes in Tangut, an extinct language in the Sino-Tibetan language family) and my PhD work at UC San Diego focused on argument structure and sentence processing. It wasn't after my PhD when I started building my own research group that I returned to metaphor analysis.

T is for Technology. What is your favorite use of technology in the classroom?

One of the most useful things I learned about being a teacher was to use one-minute papers every so often at the end of a class. I would pass out a quarter piece of recycled A4 paper, carefully cut up in advance, and then ask students to write down one thing they learned in class that they thought was interesting. Or one thing they want to remember. Or one question they have. They would turn this in and then I'd look them over to prepare for the next class. But I've been using Mentimeter for several years now (Kahoot! And Blackboard Learn and Canvas LMS have similar features) since even before the pandemic, and I find it much quicker and more useful to intersperse questions throughout the lecture – some are multiple choice for comprehension checks and some are more like one-minute papers. And sometimes I have students break into teams for competitions. When we moved to Zoom, it was also possible to do this by chatting, but students said they preferred the more organized and game-like format that a learning system provides. I think they also like being able to have their phones out on their desks (when they are in the physical classroom)!

A is for Alternative. If you weren't a researcher, what would you be doing?

So many things! Astronaut, book editor, software engineer, foreign service officer...the list goes on and on. The unifying thread, though, is that I love to learn about new ideas, new ways of doing things, and new perspectives on the future and on the past.

P is for PhD. What advice would you give to aspiring PhD students?

I think students may feel anxious during their PhD not just because of the intellectual challenges they face, but because of the unknowns that lie beyond the degree. The first thing students should know is that if they were admitted to a PhD program, that means their professors think they have the ability to complete the program or they wouldn't have admitted them. So lay that self-doubt to rest, lay out a roadmap to graduation, and take it one step at a time.

For the unknowns after graduation, I always suggest that students should be honest with themselves regarding what they want to do after their degree. Many students feel like they must work at a high-ranking research-oriented university (to justify all the time

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and effort they put in to their degree) but when they think honestly about what they want, it may be a job in industry, or teaching at a community college, or working for a non-profit, or being on the lecturer/teaching track at a large university. Just because those jobs may not require a PhD, doesn't mean it was a waste to get one. If someone wants a PhD that means they want to commit this period of their lives to solve an academic puzzle. That is enough and should be independent from what they decide to do after they get a PhD.

H is for **Hong Kong**. What are some things you must absolutely do when you visit Hong Kong for the first time?

The Star Ferry is a must—the short ferry ride from Central to Tsim Sha Tsui across the Victoria Harbor shows you the beauty of Hong Kong's dual skyline on an iconic two-tier ferry. It was the main way of getting across the harbor until 1972, when the Cross-Harbour Tunnel opened and is like a brief journey to the past. Both the upper and lower decks have great views, but the lower deck is cheaper although you can smell of oil from the engine down there.

For those of you who went on the tour for the 2018 RaAM, which was held at The Hong Kong Polytechnic University that year, you will know that my favourite off-the-beaten-track spot is Nan-lian Gardens and Nunnery. The gardens were designed in the traditional Tang Dynasty style with water features, rocks, and wooden buildings built without nails in the traditional style of structures at that time. It's another lovely journey to the past.

O is for **Other**. What are some of your other interests, outside of academia?

I enjoy writing fiction. I've co-authored two Chinese-English bilingual picture books and translated a number of picture books from Chinese into English. I volunteered for twenty years as Advisory Board member and International Regional Advisor Chairperson for the Society of Children's Book Writers and Illustrators, which is a professional society dedicated to support creators of children's content world-wide. I also served as the Director of the International Writers' Workshop (HKBU) from 2012 to 2016 and I was the Programme Director for International Poetry Nights Hong Kong in 2013. I enjoy talking with writers and illustrators about craft and structure and meaning-making and I enjoy thinking about it myself, which is why, in addition to being a researcher and teacher, I am also a writer.

R is for **RaAM** ☺ Your term as Chair of RaAM will end soon. Looking back over the past four years, what accomplishments would you like to highlight?

I'd like to thank all the members of the Executive Committee that I worked with over these past four years. Everyone on ExCom has worked diligently, taking time out of their own research and teaching and admin responsibilities to help RaAM grow. I'd like to particularly mention the backend issues that have been improved—annual fees can now

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be collected online in a way that makes it much easier for us to keep track of membership and renewals and also makes it easier for people to sign up for conferences knowing that they are members of RaAM. This, in turn, also makes it easier for the local organizing committee to know that the people registered are, in fact, members of RaAM. I am not enough of a techie to share any credit for this (Britta Brugman did the heavy lifting as Web Editor)—my contribution was prioritizing this so that it could get done so that the next ExCom would be able to have a system in place that runs efficiently. One outgrowth of this change is that the two ordinary members on ExCom, who had been spending quite a bit of their time helping to keep track of membership, can now focus instead on communication/outreach (Communications Officer) and grants and awards (Grants/Prizes Officer). I am also very glad we were able to formulate a Code of Conduct for RaAM and for RaAM events and I am thrilled we have been able to start up a new Research Grants Award—again all these initiatives were due to the combined efforts of all ExCom members. I'd also like to thank all the local workshop/conference organizers – in Belgium, Norway, Lithuania and this year in Poland—for supporting the RaAM community with stimulating and convivial events!

Stay tuned! Keeping up with the news!

Facebook: <https://www.facebook.com/groups/100767151851>

Twitter:

RaAM (@RaAM_org): https://twitter.com/RaAM_org

RaAM15 Conference (@RaAMconf): <https://twitter.com/RaAMconf>

Website: <https://www.raam.org.uk/>

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The Metaphor Column

interview by Sui He



M E T A P H O R

Mark Shuttleworth has been involved in translation studies research and teaching since 1993, at the University of Leeds, Imperial College London, University College London and, most recently, Hong Kong Baptist University. His publications include the *Dictionary of Translation Studies*, as well as articles on translation metaphor in translation, technology teaching, translation and the web, and Wikipedia translation. The use of digital methodologies in translation studies research is also an interest of his. His monograph on scientific metaphor in translation, *Studying Scientific Metaphor in Translation*, was published in 2017 and he is currently working on a second edition of the *Dictionary*.

M is for **Motivation**. You have been working extensively on metaphor translation research and introduced a ground-breaking parametric method for metaphor translation analysis. Could you share with us the motivation behind this thread of your research?

It goes back a long way, to when I was translating a book about the Hungarian composer György Ligeti in the late 1990s. Ligeti used his own highly characteristic metaphors to talk about his music, and it was only when I had to render them into English that I was confronted by their strangeness in its fullest force. This strangeness made me uneasy about producing close translations of some MEs, although this was an uneasiness that I usually overcame. Interestingly, I see evidence of a similar uneasiness on the part of some translators of *Scientific American* (or maybe it's the editors?), as MEs are sometimes omitted when a literal translation would have been perfectly possible, a phenomenon that I now think of as a kind of risk-avoidance strategy.

E is for **Epigram**. What is your favorite epigram about metaphor?

I know it's not very serious, but 'We didn't have metaphors in our day. We didn't beat about the bush' always makes me laugh. This saying was attributed to the English cricketer and cricket commentator Fred Trueman in the 'Colemanballs' column of the British satirical magazine *Private Eye*.

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T is for **Translation**. Metaphorically, what would you compare translation to, why?

Actually, there are so many metaphors about translation that an entire dictionary (*Dictionary of Metaphors in Translation and Interpreting Studies*, Vorya Dastyar 2017) has been devoted to the topic! According to some of the more noteworthy ones, translation has been seen as cannibalism, reassembling fragments of a broken vessel and travelling downstream to cross a river at an easier point. Other more whimsical metaphors include an echo machine, a kiss through a handkerchief, a lying matchmaker, a rented apartment or, apparently, a squeezed jellyfish.

On the other hand, the conduit metaphor, which lies behind much non-academic discourse about translation, has been exposed and no longer plays any part in contemporary discussion of the topic.

A is for **Advancement**. What do you think is the greatest advancement in metaphor translation research over the past decades and why?

I believe that the last couple of decades have seen a general increase in interest in metaphor in translation – or MiT, as it's sometimes known. Before it was common for a speaker to start their talk by saying that not much had been written on the subject but now that couldn't be further from the truth. This general situation is also reflected at RaAM conferences, with the inclusion of a panel on MiT being quite normal now. This is of course greatly to be welcomed, although as a researcher active in this area I'd say that much of the work to date has focused on translation procedures and that a greater diversification from this would be welcome.

P is for **Pandemic**, a research project that you have been working on regarding the metaphor usage in the pandemic in Hong Kong. Could you tell us more about this project?

This consisted of a bilingual study of metaphors about the pandemic in Hong Kong public discourse. It concluded that metaphor is used very widely in documents about COVID-19, in both Chinese and English, and in particular that metaphorical expressions that model the virus as an aggressor are generally the greatest in number.

H is for **Horizon**. You master several different languages and experience different cultures. Do you have any advice for junior researchers working on inter-/multi-lingual metaphor research to broaden their horizons?

Don't do it! More seriously, the reason why I've experimented with this approach is that it allows you to collect a wide range of examples of how a particular ME is translated. This works well up to a point, but having multiple target languages also brings with it many extra potential variables so that the things you can do with the data you collect are inevitably more limited than would be the case if you were only dealing with a single target language.

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O is for **Occasion**. Could you share with us one occasion where your knowledge of metaphor helped with a practical issue?

Occasionally when arguing with people on Facebook, maybe? 🤖

R is for **Recommendations**. Finally, for metaphor researchers interested in translation studies, what would you recommend them to start exploring this field?

There are all kinds of possibilities... Research into specific metaphor types in translation, for example. Much more's needing to be done within translation process research. The question of how interpreters handle metaphorical language has hardly been touched on. One or two people are starting to apply blending theory to translation. Anything that draws on metaphor research is worth considering – as is the case with the textual patterning of metaphor, which is what I'm currently working on. There's probably still some interesting work to be done on procedures, too...

More Publication: [Special Issue] *Metaphor and Symbol on Covid 19*, 37(2).

INTRODUCTION

Framing the 2020 Coronavirus Pandemic: Metaphors, Images and Symbols (Martin Döring and Brigitte Nerlich)

RESEARCH ARTICLE

“World-beating” Pandemic Responses: Ironic, Sarcastic, and Satirical Use of War and Competition Metaphors in the Context of COVID-19 Pandemic (Andreas Musolff)

How We Escape Capture by the “War” Metaphor for Covid-19 (Michael Hanne)

Audience Perceptions of COVID-19 Metaphors: The Role of Source Domain and Country Context (Britta C. Brugman, Ellen Droog, W. Gudrun Reijnierse, Saskia Leymann, Giulia Frezza & Kiki Y. Renardel de Lavalette)

What Else besides War: Deliberate Metaphors Framing COVID-19 in Chinese Online Newspaper Editorials (Cun Zhang, Zhengjun Lin & Shengxi Jin)

Acting like a Hedgehog in Times of Pandemic: Metaphorical Creativity in the #reframecovid Collection (Paula Pérez-Sobrino, Elena Semino, Iraide Ibarretxe-Antuñano, Veronika Koller & Inés Olza)

“Our Country Is a Freedom-Loving Country”: The Spreading Virus as Metaphor for “People on the Move” (David Gurnham)

COVID-19 in English and Persian: A Cognitive Linguistic Study of Illness Metaphors across Languages (Reza Kazemian & Somayeh Hatamzadeh)

Pull the weeds out or perish: Using pandemic metaphors to strengthen in-group solidarity in Turkish political discourse (Esratur Efeoğlu Özcan)

Link: <https://www.tandfonline.com/toc/hmet20/37/2>

The Metaphor Column

interview by Justyna Wawrzyniuk



M E T A P H O R

Ellen Droog is a PhD and teacher in the department of Communication Science at the Vrije Universiteit Amsterdam in the Netherlands. Her research primarily focuses on the use and processing of metaphors in satirical news.

M is for **Metaphor**. Do you have a favorite metaphor?

I do not really have a favorite metaphor, but I come across many funny ones during my research such as: “Trump was clearly in a bit of a mood. He looks like an old cat when you bring home a new cat.”

E is for **Exposure**. For your PhD you research satirical news, and even though they are presented in a humorous way, they are still about the world’s current events. How do you cope with being exposed to so much (negative) information?

In the past 4 years I had to watch a lot of American satirical news shows. Compared to European satire, American satire is much more person than issue oriented. Because I often agreed with the satirists and their humorous criticisms of these persons (read Donald Trump), the entertaining nature of the satire had a stronger impact on my thoughts and feelings than its critical and negative part. I also learned a lot about American issues and politics from shows like Last Week Tonight with John Oliver or the Patriot Act with Hasan Minhaj (which are shows that focus more on issues). From election security, to immigration policies, to the fentanyl crisis and companies like Amazon, I now know what is going on in America.

T is for **Takeoff**. What sparked your interest in metaphors?

During my Masters in Communication Science, I started doing a project together with my now current supervisor Christian Burgers, Romy van den Heerik and another student Melanie Jong Tjien Fa on the co-creation of metaphorical campaign slogans in a social media setting. During this project I became really interested in metaphors and was really surprised at how often we actually use metaphors in our daily lives when we speak or guide or thinking. Therefore, I continued researching metaphors after this project.

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A is for **Amsterdam**. What is your favorite spot in Amsterdam?

My favorite spot in Amsterdam is of course food-related. Next to our university building there is a really nice restaurant called “Loetje”. They serve the best steak you’ve ever eaten. With that steak you get a very big plate of gravy and some slices of white bread, and the idea is that you can dip these slices into the gravy (I know, it sounds strange but if you are in Amsterdam you should definitely try it!).

P is for **PhD**. What advice would you give your pre-PhD-studies self?

The way I work is something I call “organized chaos”. My desktop is full of documents with unspecific titles and my desk itself is a mess, but I know where everything is.. Or at least, that is what I like to tell myself, because when I want to look up something I have written down in a previous document or something I have read previously, I cannot find it anymore. So I really wish sometimes that I would have been more organized from the start 😊.

H is for **Humor**. How, if at all, does your own sense of humor affect your research on satire?

Well, the good thing is that I find almost everything funny. From really bad dad jokes to dark humor (although not too dark of course 😊). But for almost every study of my PhD dissertation I had to watch hours and hours of satirical news shows, either to find good stimulus materials or to analyze how much and what kind of metaphorical jokes the satirists used in their shows. After the first few days you think, okay wow cool I have to watch satirical news shows for my job, that is not really work right? But after a while I kind of became “desensitized” to the jokes they were making and could not laugh about them anymore. Therefore I also do not watch satirical news shows in my free time anymore because it makes me feel like I’m working, cause I cannot stop analyzing what type of jokes they are using and why..

O is for **Other**. What are some of your other interests, outside of academia?

I really love cooking. Where most academics have a bookcase full of academic books or other literature, my bookcase is full of cookbooks. I like to try new recipes everyday from cuisines all over the world.

R is for **Relax**. We all need a breather once in a while. What do you do to relax after a busy day?

I have a subscription to almost every streaming service that exists! So after a busy day or on the train ride home from work I really like to relax and (binge) watch a series or a movie. I think I watched almost everything there is, from “Suits” to “The Sinner” to “Emily in Paris”, and the new series of Bridgerton cannot be forgotten of course. But I also really like very very very bad reality series such as “Love is blind” or “Selling Sunset” (I know this is my guilty pleasure 😊).

Welcome to RaAM!

Gina Scarpete Walters:

Hello, everyone! I am Gina Scarpete Walters and I am currently a 3rd-year Ph.D. Candidate (ABD) in the Comparative Culture and Language program at Arizona State University, where I also serve as a Teaching Associate of Linguistics. My main research interests lie primarily in the areas of cognitive linguistics and cultural linguistics. Specifically, my doctoral research focuses on the metaphorical conceptualizations of the word *heart* – and the emotions associated with them – in Romanian, Modern Greek, and Albanian. I have recently received a scholarship from Arizona State University's Critical Languages Institute to study Albanian in support of my doctoral research and I am also one of the recipients of the 2022 NFMLTA-NCOLCTL Graduate Research Support Grant. It is an honor for me to be part of the RaAM community and I look forward to learning from all of you. You can find out more about me here <https://isearch.asu.edu/profile/3459793>



Banafsheh Ghafel is an Iranian metaphor researcher and English lecturer (TEFL). Her MA thesis topic was "Basic Colors and their Metaphorical Expressions in English and Persian with Teaching Implications," and she received it from Azad University. She is a part-time lecturer at universities, where she teaches language skills, general English, study skills and ESP courses. She has authored many papers on metaphors with sewing frames, metaphorical expressions and cognitive schemes, metaphor and colors and their connotations, conceptual color metaphors. Her research interests are metaphorical expressions and their conceptual maps, metaphor in L2 acquisition, and cross-cultural linguistics considering metaphor in conversation, media and visual discourse. According to Google Scholar, Banafsheh's works have been cited more than 42 times; each of her papers has at least 3 citations.

Using a cognitive approach and Conceptual Metaphor Theory (Lakoff & Johnson 1980), her comparative analysis thesis revealed that, while the connotation of colors in the structure of metaphorical expressions overlaps to some extent, the majority of the expressions are culture-bound and specific to each language. Persian data support Kovecses' six sources, which he claims are used as the foundation for everyday metaphorical usage, as well as his proposed generic schema, which is filled out by each culture that has this metaphor. Her findings are also consistent with Lakoff's embodiment theory. Her scholarly zeal has not waned. She intends to continue her research in this area. Her passion has always been to go to institutions or universities to progress in research work that she is interested in.

Report

The 6th International Conference on Figurative Thought and Language

On 21st–22nd of April 2022, University of Adam Mickiewicz in Poznań, Poland, hosted 6th International Conference on Figurative Thought and Language. The leitmotif of the conference was *Dynamicity, schematicity and variation in Figurative Thought and Language*.

This two-day event aimed at presenting and discussing current research at the intersection of figurative thought and language. The plenary talks were delivered by Herbert L. Colston (University of Alberta), Dylan Glynn (Université Paris 8), Julien Perrez (University of Liège), and Elżbieta Tabakowska (Jagiellonian University).

The thematic sessions included discussions on gestural patterns in various types of discourse and methods of studying verbal irony and sarcasm in conversations across cultures. Other thematic presentations focused on the margins of figurative thought and language, empirical evidence for the figurative structure of emotions, and on the reasons why historical linguistics and cognitive linguistics need each other.

We listened to theoretical and empirical contributions representing various takes on the interplay between language and mind, synchronic and diachronic, adopting a whole panoply of methodologies.

Thank you all for a fascinating and inspiring two-day-long journey through the world of figurative language and thought!

Dr hab. Malgorzata Fabiszak
Department of Cognitive Linguistics
Faculty of English
Adam Mickiewicz University, Poznań
ul. Grunwaldzka 6
60-780 Poznań, Poland



The next RaAM Newsletter will appear in the autumn of 2022. We do look forward to receiving your news (e.g. publications, new and completed research projects, completed PhDs, conferences reports, call for papers, etc.)! If you are new to RaAM, you are more than welcome to introduce yourself to us!

Please send your contribution at any time to: newsletter@raam.org.uk. If you have any questions, do get in touch as well! I look forward to hearing from you! 😊

Sui HE, RaAM Newsletter Editor