

Preliminary Program Metaphor Festival 2016

Date: Wednesday August 31				
17.00 – 19.00	Registration <i>Location: P.C. Hoofthuis</i>			
19.00 – 22.00	Social gathering <i>Location: Sanders (Raadhuisstraat 6 – next door to P.C. Hoofthuis)</i>			
Date: Thursday, September 1				
8.30 – 12.00	Registration (ongoing)			
9.00 – 9.15	Opening Ceremony Nils-Lennart Johannesson (Stockholm University) and Gerard Steen (University of Amsterdam) <i>Location: P.C. Hoofthuis, Room 1.04</i>			
9.15 – 10.15	Plenary Lecture 1: <i>Good Metaphors Are Where You Find Them</i> Tony Veale (University College Dublin, Ireland) <i>Location: P.C. Hoofthuis, Room 1.04</i> <i>Chair: Gerard Steen</i>			
10.15 – 10.45	Coffee Break			
10.45 – 12.15	Metaphor and Philosophy <i>Location: PCH, Room 3.01</i> <i>Chair: Elisabetta Gola</i>	Metaphors in Foreign-Language Learning <i>Location: PCH, Room 4.04</i> <i>Chair: Linda Greve</i>	Metaphor and Representation <i>Location: PCH, Room 5.02</i> <i>Chair: Nils-Lennart Johannesson</i>	Divisive and Attractive Metaphors <i>Location: PCH, Room 5.60</i> <i>Chair: Camiel Beukeboom</i>
	<i>Analysis of Ontological and Epistemological Metaphors in Philosophy</i> <u>Vyacheslav Abramenko (Perm State University, Russian Federation)</u>	<i>Comparing the relative effects of metaphor-awareness raising approach with traditional approach on the development of EFL learners' knowledge about the different degrees of certainty</i> <u>Masahiro Takimoto (Aoyama Gakuin University, Japan)</u>	<i>Czechs and Poles who are "ting tang tong"</i> <u>Sylva Švejdárová (Czech University of Life Sciences, Czech Republic)</u>	<i>Language of crisis: language of polarities</i> <u>Izabela Dixon (Koszalin University of Technology, Poland), Harald Ulland (University of Bergen, Norway)</u>
	<i>Philosophical Metaphors: Plato's Allegory of the Cave and Emma Donoghue's Room</i> <u>Ilana Shiloh (The Academic Center for Law and Business, Israel)</u>	<i>Metaphorical teaching idioms in an EFL context</i> <u>Brenda Castillo, Jesús Zepeda, Karina Verdín (UAN, Mexico)</u>	<i>The Role of Metaphor and Metonymy in Verbal and Visual Meaning Construction</i> <u>Elina Veinberga (Latvian Academy of Culture, Latvia)</u>	<i>Cultural Narratives of Social Problems Through Metaphors</i> <u>Inna Skrynnikova (Volgograd State University, Russian Federation)</u>
	<i>The discovery of a functional genus: when metaphors fulfill an argumentative inferential function</i> <u>Chiara Pollaroli (Università della Svizzera Italiana, Switzerland)</u>	<i>French Idioms: blending and analogy in the treatment of figurativeness by Italian students</i> <u>Albano Mariangela (Université Sorbonne Nouvelle, France)</u>	<i>On little men in the boat, sowing wild oats, and uncooked wieners: euphemistic and dysphemistic metaphors of sex in Californication</i> <u>Katarzyna Gawel (University of Silesia, Poland)</u>	<i>Attractive Apps: Explaining Download Success with Visual Metaphors and Other Cues</i> <u>Benjamin Johnson, Christian Burgers, Allison Eden (Vrije Universiteit Amsterdam)</u>
12.15 – 13.15	Lunch			
13.15 – 14.45	Metaphor and Literature 1 <i>Location: PCH, Room 3.01</i> <i>Chair: David Minugh</i>	Metaphoric verbs in action <i>Location: PCH, Room 4.04</i> <i>Chair: Allison Creed</i>	Metaphor and Resilient Societies <i>Location: PCH, Room 5.02</i> <i>Chair: Kathleen Ahrens</i>	Metaphor in Advertising <i>Location: PCH, Room 5.60</i> <i>Chair: Kiki Renardel de Lavalette</i>

	<i>Haven't we been cognitive already? Traditions of Metaphor Theory in Literary Studies.</i> <u>Luzia Goldmann (Universität zu Köln, Germany)</u>	<i>Action verbs and metaphor processes: data from the IMAGACT ontology of actions</i> <u>Alessandro Panunzi, Paola Vernillo (Università di Firenze, Italy)</u>	<i>Creating jobs only for women: A metaphor analysis</i> <u>Reem Alkhamash (Queen Mary University of London, UK)</u>	<i>Identification of Gendered Emotion Metaphors in Chinese and English Beer and Cosmetics Commercials</i> <u>Zhen Pan (Jiangsu Normal University, China)</u>
	<i>Metaphor in Raymond Queneau's "Exercises in Style"</i> <u>Aleksandra Majdzińska (University of Lodz, Poland)</u>	<i>When What We Do Become What We Say - Joint epistemic action as starting point for metaphoricity</i> <u>Linda Greve (Aarhus University, Denmark)</u>	<i>Metaphors about refugees in Norwegian public debate 2015-2016</i> <u>Norunn Askeland (University College of South-East Norway, Norway)</u>	<i>The impact of perceived complexity on the appreciation of explicit and implicit visual metaphors in advertising</i> <u>Anne Vos (University of Amsterdam, Netherlands)</u>
	<i>The Book of Nature as a conceptual metaphor and its linguistic representation in English poetry</i> <u>Olga Altukhova (Lomonosov Moscow State University, Russian Federation)</u>	<i>Denominal verbs and Metaphor. A Look at Romanian. 'Stop foxing around, verbs! You're gonna get us all confused!'</i> <u>Adina Camelia Bleotu (University of Bucharest, Romania)</u>	<i>How refugee metaphors influence our political opinions</i> <u>Britta Brugman, Christian Burgers (Vrije Universiteit Amsterdam, Netherlands)</u>	<i>Exploring visual synaesthesia in print advertising</i> <u>Marianna Bolognesi (University of Amsterdam, Netherlands), Francesca Strik Lievers (Universita' di Milano – Bicocca, Italy)</u>
14.45 – 15.15	Coffee Break			
15.15 – 16.45	Metaphor and Literature 2 <i>Location: PCH, Room 3.01</i> <i>Chair: Luzia Goldmann</i>	Experimental Research on Metaphor and Irony <i>Location: PCH, Room 5.02</i> <i>Chair: Benjamin Johnson</i>	Metaphor in Journalism <i>Location: PCH, Room 5.60</i> <i>Chair: Amber Boeynaems</i>	
	<i>Dickens's Personification and Style: With a Special Focus on the First-Person Narrative Perspectives</i> <u>Saoko Funada (Beppu University, Japan)</u>	<i>Time-Moving and Ego-Moving Metaphors in the Croatian Language – an Experimental Study</i> <u>Mirjana Tonkovic, Kristina S. Despot (University of Zagreb, Croatia)</u>	<i>Metaphor in broadcast journalism</i> <u>Zbigniew Kopec (Jan Dlugosz University, Poland)</u>	
	<i>Wanderings in the Footsteps of the Suitor: Metaphor and Symbol in the Noh Play Kayoi Komachi</i> <u>Stina Jelbring (Stockholm University, Sweden)</u>	<i>The role of defaultness in sarcasm interpretation: Evidence from eye-tracking during reading</i> <u>Ruth Filik (University of Nottingham, UK), Hannah Howman (University of Nottingham, UK), Rachel Giora (Tel Aviv University, Israel)</u>	<i>Domesticated animals and farm life as source domains for metaphors in Polish political journalism</i> <u>Ewa Gieron-Czeczor (PWSZ Raciborz, Poland)</u>	
	<i>Metaphors and imagination in literature: the case of science fiction novel series of XXI century</i> <u>Elisabetta Gola, Emiliano Ilardi (University of Cagliari, Italy)</u>	<i>How ironic remarks about social-category members contribute to stereotype formation</i> <u>Camiel Beukeboom, Christian Burgers (Vrije Universiteit Amsterdam, Netherlands)</u>	<i>Metaphorical Mirrors of the West: China in the British Economic Press</i> <u>Minyao Tang (University of Sheffield, UK)</u>	
17.00 – 17.45	Resistance to Metaphor <u>Gerard Steen, Jean Wagemans, Francesca Snoek Henckemans, Corina Andone, Roosmaryn Pilgram, Lotte van Poppel, Kiki Renardel de Lavalette, Andreas Finsen, Dunya Wackers (University of Amsterdam)</u> <i>Location: P.C. Hoofthuis, Room 1.04</i>			
18.00 – 19.30	Drinks			
Date: Friday, September 2				
9.15 - 10.15	Plenary Lecture 2: Using Clean Language to Model Embodied Mental Metaphors <u>James Lawley (The Developing Company, UK)</u> <i>Location: P.C. Hoofthuis, Room 1.04</i> <i>Chair: Marianna Bolognesi</i>			
10.15 – 10.45	Coffee Break			

10.45 – 12.15	Metaphors in Education <i>Location:</i> PCH, Room 3.01 <i>Chair:</i> Lettie Dorst	Metaphors of and over time <i>Location:</i> PCH, Room 4.04 <i>Chair:</i> Kristina Despot	Special metaphors <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Gudrun Reijnierse	Metaphor in Political Communication <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Christian Burgers
	<i>Metaphor in academic lectures</i> <u>T. Krennmayr, S. Meekel (Vrije Universiteit Amsterdam, Netherlands)</u>	Acquisition and Representation of Temporal Concepts and Domain <u>Tomoko Usui (Ryukoku University, Japan)</u>	<i>Gauging the amount of metaphor in specialist discourse. Syntactic functions and semantic roles of key names in focus</i> <u>Piotr Twardzisz (University of Warsaw, Poland)</u>	<i>The effects of metaphorical framing of political issues: A systematic literature review</i> <u>Amber Boeynaems, Christian Burgers, Elly Konijn (Vrije Universiteit Amsterdam), Gerard Steen (University of Amsterdam)</u>
	<i>Recontextualization of deliberate metaphors in a college lecture: Problems that arise when metaphorical concepts of academic articles are misrepresented</i> <u>Anke Beger (Flensburg University, Germany)</u>	<i>Metaphor Analysis in the Study of Career and Work</i> <u>Allison Creed (University of Southern Queensland, Australia)</u>	<i>What's in the stomach is used to carry what's on the head: An ethnography of food metaphor in Efik proverbs</i> <u>Eyo Mensah (University of Calabar, Nigeria)</u>	<i>Mappings from the Source Domain of War in Hong Kong Policy Addresses</i> <u>Kathleen Ahrens (Hong Kong Baptist University, Hong Kong)</u>
	<i>Conceptual Metaphor in ELT - A Key to Language Proficiency?</i> <u>Katharina Peterke (University of Koblenz-Landau, Germany)</u>	<i>A Diachronic Investigation of the GREAT CHAIN Metaphor in Religious and Political Discourse – from Early Modernism through Enlightenment</i> <u>Csenge Eszter Aradi (University of Szeged, Hungary)</u>	<i>Metaphorisation of terminology in scientific prose: Exploring the (MTCS) corpus of research articles in microelectronics, telecommunication and computer science</i> <u>Aleksandra Makowska (University of Łódź, Poland)</u>	<i>Metaphor as a tool of legitimization in Taiwanese political discourse</i> <u>Cheng-Wen Lin (Chia Nan University of Pharmacy and Science, Taiwan)</u>
12.15 – 13.15				
13.15 – 14.45	Metaphor Scenarios and Interactivity <i>Location:</i> PCH, Room 3.01 <i>Chair:</i> Zhen Pan	Metaphor and Cognition <i>Location:</i> PCH, Room 4.04 <i>Chair:</i> Ruth Filik	New approaches to corpus analysis <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Gerard Steen	Metaphor and Health <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Romy van den Heerik
	<i>Mute Points Taken for Granite: Eggcorns, Malapropisms, and Metaphoric Interactivity</i> <u>Stephen Neaderhiser (Kent State University, USA)</u>	<i>Metaphor and cognitive salience: A cognitive functional approach to figurative language</i> <u>Tetsuta Komatsubara (Ritsumeikan University, Japan)</u>	Identifying metaphors in Japanese: An inquiry into applying MIP and MIPVU <u>Asako Nakano, KJ Nabeshima (Kansai University, Japan)</u>	<i>Feeling blue in Serbian: A Culture's Treatise on Depression</i> <u>Aleksandra Orasanin (University of Belgrade, Serbia)</u>
	<i>What motivates the ham sandwich to sit at table 20: A pragmatic account of metonymies</i> <u>Bárbara Eizaga (University of Cadiz, Spain)</u>	<i>Metaphors We Feel By: Interoceptive sensations as natural disasters</i> <u>Alexandra Nagornaya (Moscow City University, Russian Federation)</u>	<i>DMIP: A method for identifying potentially deliberate metaphor in language use</i> <u>Gudrun Reijnierse (University of Amsterdam/ Radboud University Nijmegen, Netherlands), Christian Burgers, Tina Krennmayr (Vrije Universiteit Amsterdam, Netherlands), Gerard Steen (University of Amsterdam, Netherlands)</u>	<i>Investigating obesity metaphors in personal narratives</i> <u>Danniella Samos (Queen Mary, University of London, UK)</u>
	<i>"Platypus", "Macaca", "Goldilocks" and Other "Perhaps-Inevitable" Moments</i> <u>Alexandra Nagornaya (Moscow City University, Russian Federation)</u>	<i>Expressions which describe excess and conceptual metaphor</i> <u>Shun Kudo (Yokohama College of Commerce, Japan)</u>	<i>Metaphor, Hyperbole, and Irony: Uses in Isolation and in Combination in Written Discourse</i> <u>Christian Burgers (Vrije Universiteit Amsterdam,</u>	<i>Eros as Thanatos: The Conceptualization of Sex as a Destructive Force in Serbian</i> <u>Ana Bjelogrić (University of Belgrade, Serbia)</u>

			Netherlands), Kiki Renardel de Lavalette, Gerard Steen (University of Amsterdam, Netherlands)	
14.45 – 15.15				
15.15 – 16.45	Metaphor and Religion <i>Location:</i> PCH, Room 3.01 <i>Chair:</i> Britta Brugman	Metaphor and variation <i>Location:</i> PCH, Room 4.04 <i>Chair:</i> Tina Krennmayr	Deliberate Metaphor <i>Location:</i> PCH, Room 5.02 <i>Chair:</i> Anke Beger	Multimodal Metaphor <i>Location:</i> PCH, Room 5.60 <i>Chair:</i> Marianna Bolognesi
	<i>Sovereignty Metaphors in Southern Baptist Rhetoric: An Analysis of Conceptual Metaphors in Westboro Baptist and Pleasant Valley Baptist Church Sermons</i> Tyler Kibbey (University of Tennessee-Knoxville, USA)	Cross-linguistic influences on the acquisition of metaphorical expressions <u>Mengying Xia (University of Cambridge, UK)</u>	<i>Behind the kappa-score: intercoder reliability and the identification of potentially deliberate metaphor in language use</i> Gudrun Reijnerse (University of Amsterdam, /Radboud University Nijmegen, Netherlands), Kiki Renardel de Lavalette (University of Amsterdam, Netherlands)	<i>Similarity is Closeness: using distributional semantic spaces to model similarity in visual and linguistic metaphors</i> Laura Aina, Marianna Bolognesi (University of Amsterdam, Netherlands)
	<i>Not a Holy Father: Responses of Dutch Muslim Teenagers to Christian Metaphors</i> Lettie Dorst, Marry-Loïse Klop (Leiden University, Netherlands)	The color system in Náayeri and Wixárika: Can colors name something else? Karina Ivett Verdin Amaro, Jesahe Herrera Ruano, Rodrigo Parra Gutiérrez, Jesús Helbert Karim Zepeda Huerta (Universidad Autonoma de Nayarit, Mexico)	<i>Deliberate metaphors in non-native discourse: Creativity & cultural variation</i> Rocío Cuberos (Universitat de Barcelona, Spain)	<i>How limits can be pushed: Action, metaphor, and gesture</i> Yao Tong (Vrije Universiteit Amsterdam, Netherlands), Alan Cienki (Vrije Universiteit Amsterdam, Netherlands/ Moscow State Linguistic University, Russian Federation)
	<i>The interplay of sensorimotor and cultural experiences in biblical metaphors of sin</i> Marcin Kuczok (University of Silesia, Poland)	<i>"The headache is so [big] that your head aches" – cognitive-linguistic insights into 'headachy' and 'heartachy' metaphoric conceptualisations; an English-Polish contrastive perspective.</i> Adam Palka (University of Silesia in Katowice, Poland)	<i>Conventional and deliberate metaphor use in ex-trans and transgender personal stories</i> Julián Albaladejo (University of Amsterdam, Netherlands)	<i>Conceptual metaphors in dance performance</i> Julia Ostanina-Olszewska (University of Warsaw, Poland)
19.00 -	Conference dinner			
Date: Saturday, September 3				
9.30 – 10.00	Arrival and Coffee <i>Location:</i> University Library, Potgieterzaal			
10.00 – 12.00	What a difference a metaphor makes? James Lawley, Penny Tompkins (The Developing Company), Wendy Nieuwland and Maaïke Nooitgedagt (Gewoon aan de Slag) <i>Location:</i> University Library, Potgieterzaal	Creative visual/pictorial & multimodal metaphors in advertising & cartoons Charles Forceville (University of Amsterdam) <i>Location:</i> University Library, Doelenzaal		
12.00 – 13.00	Lunch			
13.00 – 14.15	Metaphor as a Resource and a Service for Creative Thinking Tony Veale (University College Dublin) <i>Location:</i> University Library, Potgieterzaal	Resistance to metaphor Jean Wagemans and Roosmaryn Pilgram (University of Amsterdam) <i>Location:</i> University Library, Doelenzaal		
14.15	Coffee Break			

– 14.45	<i>Location: University Library, Potgieterzaal</i>	
14.45 – 16.00	Yossarian.co, AI for Creativity <u>Daniel Foster-Smith (Yossarian Lives)</u> <i>Location: University Library, Potgieterzaal</i>	Crazy creative co-created metaphors <u>Romy van den Heerik (University of Amsterdam/ Vrije Universiteit Amsterdam)</u> <i>Location: University Library, Doelenzaal</i>
16.00 - 16.30	Closing Ceremony and Awards Ceremony <u>Gerard Steen (University of Amsterdam)</u> <i>Location: University Library, Potgieterzaal</i>	
16.30 - ...	Drinks	

Locations

The Registration (Wednesday August 31) and academic program of Thursday September 1 and Friday September 2 will be at the **P. C. Hoofthuis (PCH)**, Spuistraat 134, 1012 VB Amsterdam. The closest tram stop to the PCH is the stop 'De Dam' (Dam Square).

The academic program of Saturday September 3 will be at the University Library, Singel 425, 1012 WP Amsterdam. The closest tram stop to the University Library is the stop 'Spui'.