

Pre-conference Workshop Wednesday 17<sup>th</sup> May

**Enacting Metaphor in Everyday Life**  
Room U56

9.00-10.00	<i>Registration</i>
10.00-10.15	Introduction: Raymond W. Gibbs and Thomas Wiben Jensen
10.15-11.00	<b>Laura Hidalgo Downing:</b> A multimodal and multisensorial trajectory to David Bowie's mural in Brixton <i>Discussant: Raymond W. Gibbs</i>
11.15-12.00	<b>Simon Harrison &amp; David Flemming:</b> 4E metaphoric mechanisms: Sensory-motor encounters in real estate showrooms <i>Discussant: Thomas Wiben Jensen</i>
12.00-13.00	<i>LUNCH</i>
13.00-13.45	<b>Malgorzata Fabiszak:</b> Discourse Historical Approach to metaphor or the socio-political and historical ecology of metaphor <i>Discussant: Thomas Wiben Jensen</i>
14.00-14.45	<b>Ewa Olszewska:</b> Socio-historical micro and macro context of DHA as ecology for the interpretation of metaphor meaning in 3D art <i>Discussant: Raymond W. Gibbs</i>
15.00-16.00	Plenum Discussion
16.30-18.00	<i>Wine reception (OPEN TO ALL)</i>
19.30-23.00	<i>Student Event "Smørrebrød and local beer in H.C. Andersen's home town" at Grønttorvet</i>

**Program**  
**Thursday 18<sup>th</sup> May**

8.30-9.30

*Registration*

**Room O 100**

9.30-10.30

**Plenary speaker: Raymond W. Gibbs**  
Metaphor and Human Experience

10.30-11.00

*COFFEE*

11.00-13.00

**METAPHOR AND DISEASE**

**METAPHOR AND NARRATIVE**

**EMBEDDED AND SITUATED  
METAPHOR**

Room O94 | Chair: Jeannette Littlemore

Room O98 | Chair: Aletta Dorst

Room O99 | Chair: Bodo Winter

**Oana David**

Victims of our own metaphors:  
Is cancer a war in every language?

**Elena Semino & Zsófia Demjén**

A dynamic systems approach to metaphor  
and humour in online interactions about  
cancer

**Anders Hougaard**

Metaphor and the Aesthetics of Headache

**Kristina Despot & Martina S. Sovic**

Metaphor Production by Patients with  
Schizophrenia – a Metaphor-Led Discourse  
Analysis

**Alice Deignan**

Metaphores: the situated co-construction  
of metaphorical narratives

**Astrid Jensen Scheiter**

Why don't we just go after 'the low hanging  
fruits'? Metaphor and narratives in  
Corporate Strategizing

**Thomas Wiben Jensen & Linda Greve**

The ecology of anchoring and metaphoricity  
in social interaction

**P. Samermit, B. Wallsten & R. Gibbs**

Humor Close to Home: Dynamic  
Metaphorical Gestures, Humor, and  
Embodiment

**Cornelia Müller**

Sharing the feeling of metaphors:  
Intersubjectivity of body movement, talk  
and gestures in dance classes

**Dorothea Horst**

Understanding through experience:  
Verbo-gestural metaphor as intersubjective  
and interaffective meaning making

13.00-14.00

LUNCH

14.00-15.00

**Room O 100**  
Annual General Meeting

15.00-15.30

COFFEE

15.30-17.30

**GENRE SPECIFIC METAPHORS**

**MULTIMODAL METAPHORS**

**METAPHOR IN CORPORA**

Room O 94 | Chair: Elena Semino

Room O 98 | Chair: Anders Hougaard

Room O 99 | Chair: Alice Deignan

**David O'Reilly**

Is 'getting stuck between a rock and a hard place' really easier than 'falling head over heels'? The curious case of extended-bodily-idioms for learners of English

**A. Dorst, T. Foster & F. Duyff**

Metaphor in Judicial Decisions:  
The Nature of Metaphor in Dutch and English Supreme Court Rulings

**Allison Creed & Susan Nacey**

Career and working life:  
An investigation of metaphor usage in online promotional videos of Australian and Norwegian universities

**Christopher Karzmark & Raymond Gibbs**

Experience as a Mediator of Metaphorical Priming in Video Games

**Blanca Kraljevic-Mujic**

Metaphorical creativity and response to controversial ads: A pilot study

**Min Chen & Weiwei Sun**

Identity commodification: Multimodal metaphors in L'Oréal cosmetic TV commercials

**J. Littlemore & F. Macarthur**

What happens when people from different language backgrounds use metaphor when communicating with each other?

**Maciej Rosinski**

The emergence of mathematical concepts through metaphor and gesture

**Stephen Lucek**

Corpus-based or Corpus-driven Experiments: Using corpora to test and generate containment and support metaphor variation data

**Bodo Winter**

Using taste and smell words to perform evaluation across domains

**Marlene Johansson Falck**

Referential conceptual metaphor and collocation

18.30-22.00

Conference dinner at Restaurant PASFALL

**Program**  
**Friday 19<sup>th</sup> May**

**ROOM O 100**

9.00-10.00

Plenary speaker: **Ágnes Szokolkszki**

**Perceiving metaphors - An ecological realist developmental approach to metaphors**

10.00-10.30

*COFFEE*

10.30-12.30

**ENTROPY, SYSTEMS THEORY  
AND METAPHOR**

Room O 94 | Chair Linda Greve

**Benedikt Perak**

Emergent structures in the ontological model of the lexical concepts and constructions

**Juani Guerra**

Living Technology and/or Artificial Life: Entropic Cognition, Metaphors and schematizations in scientific discourse

**M. Silvera, J. Guerra & J.J. Martínez**

Cognitive entropy in the conceptualization of ENTROPY. Back and from Pynchon's The Crying of Lot 49

**J.J. Martínez, M. Silvera, & J. Guerra**

Diagrammatical study of the negentropic self-regulation mechanisms underlying the compositional dynamics of Wittgenstein's Prototractatus and Tractatus Logico-Philosophicus.

**METAPHOR IN POLITICAL  
DISCOURSE**

Room O 98 | Astrid Jensen Schleiter

**Karie Moorman & Teenie Matlock**

Floods, streams, and trickles:

How source domain magnitude influences reasoning about immigration

**S. Turner, J. Littlemore & M. Burgess**

Metaphors of pregnancy loss

**Maria Muelas Gil**

The victim or the problem?

A multimodal critical discourse analysis of cartoons depicting PSOE's internal political crisis

**METAPHOR AND EMOTION**

Room O 99 | Chair: Cornelia Müller

**Elżbieta Górka**

Verbo-pictorial aphorisms on emotions. A case study

**J. Littlemore, P. Prez-Sobrino, D. Houghton, D. Leung & V. Chow**

Connecting colours and emotions: a cross-cultural study

**Carina Rasse**

Metaphors and Feelings:

How Metaphorical Expressions

Influence Readers' Engagements with Fictional Narratives

**Marwa Al Almin**

Conceptual Metaphors of Love in the Poetry of Suad Alsabbah

12.30-13.30

LUNCH

13.30-14.30

**ROOM O 99  
POSTER PRESENTATIONS**

**Chatchawadee Saralamba**  
An Ecological Cognition and Conceptualization  
of Floods by Conceptual Metaphors in Thai

**Mu Cong**  
Drawing QSers' mind  
– identifying conceptualisation of 'self' and 'data'  
in prototypical Quantified Self blogs through metaphor analyses

**Ayako Sato**  
Metaphor as double metonymy

**Mark Shuttelworth**  
Slain by the dragon: Metaphors of Brexit

**Dariia Orobchuk**  
Coherence of metaphorical concepts in narration of scientific films

**Maity Siqueira & Sandro R. Fonseca**  
DEAF IS RIGHT and HEARING IS LEFT?  
Conceptual mappings in Brazilian Sign Language (LIBRAS)

14.30-15.30

**ROOM O 100**

**Plenary speaker: Jordan Zlatev**  
The Sedimentation and Motivation Model in an Ecological Theory of Metaphor

15.30-16.00

CLOSING CEREMONY