



The 2015 Metaphor Festival

Department of English, Stockholm University

Day 0: Wednesday, 26 August, 2015	
13.00–16.30	Pre-registration, room E800
16.30–	Excursion to Täby Church, famous for its medieval murals (for details, see the Social programme)

Day 1: Thursday, 27 August, 2015											
Time											
09.00–09.30	REGISTRATION, COFFEE/TEA (Outside D7)										
09.30–09.45	Opening remarks (D7) Nils-Lennart Johannesson Elisabeth Wåghäll Nivre, Deputy Dean										
09.45–10.45	Keynote lecture (Lecture hall D7): Christian Burgers, VU University Amsterdam <i>Figurative Framing: Shaping public discourse through metaphor, hyperbole, and irony</i> Chair: Nils-Lennart Johannesson										
11.00–11.30	COFFEE/TEA (outside D7)										
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13.00–14.30	LUNCH										

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14.30–15.00	Iraj Montashery, Waves as a Metaphor for Narrativity-Identity /Anarrativity in Virginia Woolf's <i>The Waves</i>	Ksenija Bogetic, <i>Losing the battle: Metaphorical conceptualizations of language in Serbian print media discourse</i>	Timo Lothman & Tatiana Serbina, Grammatical Metaphor and Conceptual Metaphor in Political Discourse: A reconciliatory approach
15.00–15.30	Luzia Goldmann, Is There a Metaphor? A multi-theoretical reading of "anyone lived in a pretty how town"	Elena Negrea & Diana- Luiza Dumitriu, <i>The EuroChampions Fight for You!</i> Sports metaphors in the 2014 EP elections in Romania	Britta Brugman, Christian Burgers & Gerard Steen, The Classification of Political Frames: A metaphorical perspective
15.30–16.00	Mathilde Savard-Corbeil, Marcel Duchamp's Language: Deconstructing the meaning of the image		Misuzu Shimotori, A Sense of Characters: Expressing irony by orthographic deviance in Japanese
16.00–16.30	COFFEE/TEA (outside F11)		
	Room 1 (E387) Chair: Wrethed	Room 2 (E397) Chair: Johannesson	Room 3 (E497) Chair: Pedersen
16.30–17.00	Stina Jelbring, The Problem of Literal Meaning versus Metaphorical Meaning	Lixin Zhang, The Narrative Configuration of Metaphor and the Study of Discourse Order in Diplomatic Dialogue	Carita Lundmark, What Makes a Good Pun: A corpus analysis based on metacomments
17.00–17.30	Martin Regal, From the Wars of the Roses to Climate Change: Internal Exploration and Propagation of Metaphors in G.R.R. Martin's <i>A Game of Thrones</i>	Peter Okpoh, Metaphor and Ideology in Nigerian Pentecostal Christian Discourse	Marianna Bolognesi & Romy van den Heerik, Visual Metaphor: An online corpus and a model of analysis

Day 2: Friday, 28 August, 2015			
Time			
09.00–09.30	COFFEE/TEA (outside D7)		
	Room 1 (E387) Chair: Palmstierna Einarsson	Room 2 (E397) Chair: Ursini	Room 3 (E497) Chair: Johannesson
09.30–10.00	Vincent Chang, Figurative Speech, Poetic Effects and Emotions in Advertising Language	Christina Weiler, The Roots of Cognitive Metaphor Theory in Johann Gottfried Herder's "Treatise on the Origin of Language"	Joanna Redzimska, Metaphorical Frames as Key Strategies in Explaining a Culture: A pragmatic-cognitive analysis of the "Polish Village Church" metaphorical frame

10.00–10.30	Anna Kryvenko, “You’re taking his comment a little literally”: Blame avoidance in institutional discourse	Amy Pei-jung Lee, From Molecule ‘Hands’ to Figurative HAND	Maria Papadopoulou, All the World’s a Cloak: Weaving metaphors as conceptualizations of space in Ancient Alexandria
10.30–11.00	Pamela Vang, Metaphor and Metonymy as a Means of Identity Building: A longitudinal investigation into advertising in the oil industry	Marina Agienko, Creative Metaphor in the Light of Cognitive Theory	Mohammadamin Sorahi & Taherehbeigom Nazemi, A Cross-Cultural Study of Sadness Metaphors: When sadness is a processed food!
11.00–11.30	COFFEE/TEA (outside D7)		
	Room 1 (E387) Chair: Johannesson	Room 2 (E397) Chair: Minugh	Room 3 (E497) Chair: Ursini
11.30–12.00	Britta Brugman, Kiki Renardel de Lavalette, Christian Burgers, & Gerard Steen, Hyperbole Identification Procedure (HIP): An introduction	Abdullah Albarakat, Why Can’t Teachers Take It In Their Stride: Introducing figurative language too abstractly or too literally	Mariana Montes & Elena del Carmen Pérez, Metaphorical Uses of Temperature in Spanish and Italian
12.00–12.30	Małgorzata Brożyna, Metaphor as an Object of Empirical Analysis: A research procedure	Agnes Ada Okpe, Metaphor in Partnership with Business Executives	Alireza Nosrati, “From the Tooth Stump”: Exploration of Metonymic and Metaphorical Problematic Cases in Figurative Layers in the Language and Discourse of the ‘Ka’ Tribe
12.30–14.00	LUNCH		
	Room 1 (E387) Chair: Cooper		
14.00–14.30	Carita Lundmark & Marlene Johansson Falck, <i>Tunnelling, Towering, and Bridging</i> : The Figurative and Non-Figurative Use of Converted Verbs		
14.30–15.00	Garrett Stewart, Syllepsis and the Metaphorics of Grammar		
15.15–16.15	Keynote lecture (Lecture hall D7): Mark Turner , Case Western Reserve University <i>Multimodal Conceptual Integration Networks</i> Chair: Joakim Wrethed		
19.00–	Conference dinner at the Faculty Club (for details, see the Social programme)		

	Day 3: Saturday, 29 August, 2015
Time 09.00–11.00	Room E319 Workshop on Metaphoricity (open to all participants; for details, see separate programme at the MF website) Chair: Andrew Goatly
11.00–11.30	COFFEE/TEA (outside D7)
11.30–12.15	Panel with General Discussion Chair: Andrew Goatly
12.15–12.30	Concluding remarks Nils-Lennart Johannesson
12.30–	Refreshments (E890) followed by a runestone excursion (for details, see the Social programme)