

09.00-13.00
15.00-16.15
16.15-16.30
16.30-17.30

17.30-19.30

19.30

09.00-10.00

10.00-10.30

10.30-13.00

13.00-15.00

15.00-16.30

16.30-17.00

17.00-19.00

19.00 General Discussion

EC Meeting

Registration

Opening and welcome session - AULA MAGNA - Plenary 1 (Communication)
Chair: Olga Denti (Univ. of Cagliari, Italy) • Gerard J. Steen (VU Univ. Amsterdam, Netherlands)
Attention to metaphor

AULA 2a HUMOUR AND VERBAL IRONY Chair: Francesca Ervas	AULA 4a METAPHORS AND SCIENCE Chair: Elena Gagliasso	AULA 5a METAPHORS AND POLITICAL COMMUNICATION Chair: Valentina Cuccio	AULA 6a VISUAL METAPHORS Chair: Liliana Albertazzi	AULA 8a METAPHORS IN DISCOURSE Chair: Ana Cristina Pelosi
<p>Sabina Tabacaru (Université Charles de Gaulle, Lille 3 & K.U. Leuven, France) - Kurt Feyaerts (K.U. Leuven, Belgium) <i>Toward the understanding of humorous metonymies. Metonymy as a reference point construction</i></p> <p>Christian Burgers - Camiel Beukeboom (VU Univ. Amsterdam, Netherlands) <i>The Irony Bias: How Verbal Irony Reflects and Maintains Stereotypic Expectancies</i></p> <p>Christian Burgers - Camiel Beukeboom Martinke Kelder (VU Univ. Amsterdam, Netherlands) Martine Peeters (Coebergh Communicatie & PR, Netherlands) <i>How Sports Fans Forge Intergroup Polarization Through Language: The Case of Verbal Irony</i></p> <p>Dovile Vengaliene (Vilnius Univ., Lithuania) <i>Metaphors in the Mode of Irony: the Case of Ridicule and Criticism in Politicized Discourse</i></p>	<p>Massimo Sangoi (Univ. of Urbino, Italy) <i>Metaphor and material inference in science</i></p> <p>Stefaan Blancke - Tammy Schellens Soetaert Ronald - Van Keer Hilde Braeckman Johan (Ghent Univ., Belgium) <i>From ends to causes (and back again) by metaphor: the paradox of natural selection</i></p> <p>Koen Tanghe - Stefaan Blancke (UGent, Belgium) <i>On a common denominator of On the Origin (1859) and The Selfish Gene (1976): the primacy of metaphors</i></p> <p>Eugen Fischer (Univ. of East Anglia, United Kingdom) <i>A Systematic Fallacy in Metaphorical Reasoning: A Case-Study from Philosophy</i></p>	<p>Maria Jose Hellin-Garcia (The Citadel, United States) <i>The Dynamics and Interconnections of Conceptual Source Domains in Terrorism</i></p> <p>Julien Perrez (Université de Liège, Belgium) Min Reuchamps (Université catholique de Louvain, Belgium) <i>The "Belgian Tetris": assessing the political impact of metaphors on citizens' perception of and attitude towards Belgian federalism.</i></p> <p>Maria Cristina Gatti (Univ. of Milan-Bicocca and Univ. of Verona, Italy) <i>The impact of spatiotemporal framings on pre-electoral strategies: Italian political instability and European fears.</i></p> <p>Jean-Remi Lapaire (Université Bordeaux-Montaigne, France) <i>Spectacular nominals: grasping and encapsulating meaning with the GLOBE-gesture in spoken French</i></p>	<p>Amitash Ojha (The Republic of Kyungpook National Univ., Korea) - Bipin Indurkha (International Institute of Information Technology, India) Minho Lee (Kyungpook National Univ. Daegu, South Korea) <i>Is language necessary to interpret visual metaphors?</i></p> <p>Charles Forceville - Assimakis Tseronis Melle Grannetia (Univ. of Amsterdam, Netherlands) <i>The argumentative role of visual metaphor and visual antithesis in "fly on the wall" documentary</i></p> <p>Matteo Fuoli (Lund Univ., Sweden) Charlotte Hommerberg (Linnaeus Univ., Sweden) <i>Constructing trustworthiness through pictorial and multimodal metaphor: an exploration of corporate visual rhetoric</i></p> <p>Kathrin Fahlenbrach (Univ. of Hamburg, Germany) <i>Audiovocal Metaphors of Depression in Moving Images</i></p>	<p>Per Boström (Umeå Univ., Sweden) <i>Love and metaphors – a Swedish perspective on spoken discourse</i></p> <p>Solange Vereza (Fluminense Federal Univ., Brazil) <i>Cry me a river: Metaphoric hyperboles in the interface between discourse and cognition</i></p> <p>Jan Baedke (Ruhr Univ. Bochum, Germany) Tobias Schöttler (Ruhr Univ. Bochum, Germany) <i>Visual Metaphors in the Sciences: The Case of Epigenetic Landscape Images</i></p> <p>Ekaterina Isaeva (Perm State Univ., Russian Federation) <i>Knowledge Communication in Computer Virology Discourse</i></p>

Free Evening

- AULA MAGNA - Plenary 2 (Science)
Chair: Bipin Indurkha (International Institute of Information Technology, India) • Silvano Tagliagambe (Univ. of Cagliari, Italy), with Luca Guzzardi (Univ. of Pavia, Italy)
The classical physics as a metaphorical tool to evoke quantum world

-AULA SPECCHI – Coffee break

AULA 2a METAPHORS IN ACADEMIC LANGUAGE Chair: Per Boström	AULA 4a METAPHORS IN ILLNESS DISCOURSE Chair: Maribel Tercedor	AULA 5a THEORETICAL PERSPECTIVES ON METAPHORS Chair: Daria Mingardo	AULA 6a PHD PRIZE Chair: Bipin Indurkha	AULA 7a CORPUS-BASED APPROACHES TO METAPHORS Chair: Joanne Pawliczak	AULA 8a METAPHORS IN MEDIA AND ARTS Chair: Dimitrinka Atanasova
<p>Wan Wan (National Hua-Qiao Univ., China) <i>Developing critical thinking in academic writing through elicited metaphor-oriented activities</i></p> <p>Yao Tong (VU Univ. Amsterdam, Netherlands) - Gerard Steen (VU Univ. Amsterdam, Netherlands) <i>MOVEMENT metaphors in academic consultations</i></p> <p>Justina Urbonaitė (Vilnius Univ., Lithuania) <i>Metaphors in Academic Legal Discourse: the case of criminal justice</i></p> <p>Elisabetta Materassi (Univ. of Amsterdam, Netherlands) <i>Transferability: a Dutch/Italian cross-linguistic study about metaphor in academic language</i></p> <p>Fiona MacArthur - Rafael Alejo Ana María Piquer-Piriz (Universidad de Extremadura, Spain) <i>The use of metaphor in a corpus of academic conversations in English as lingua franca</i></p>	<p>Elena Semino - Zsófia Demjén Jane Demmen - Andrew Hardie Veronika Koller - Sheila Payne Paul Rayson (Lancaster Univ., United Kingdom) <i>Metaphors for good and bad deaths in interviews with hospice managers</i></p> <p>Veronika Koller - Jane Demmen Andrew Hardie - Sheila Payne Paul Rayson - Elena Semino Zsófia Demjén (Open Univ., United Kingdom) <i>You see your troops killed in battle: Healthcare professionals' use of violence metaphors in end-of-life care</i></p> <p>Andrew Gargett - John Bamden (Univ. of Birmingham, United Kingdom) <i>Enriching representations of metaphor in illness and political conflict discourse</i></p> <p>Kaline Jamison - Ana Pelosi Leticia Santos (Federal Univ. of Ceara, Brazil) <i>Metaphor and empathy in the discourse of battered women and mediators</i></p> <p>Elisabeth El Refaie (Cardiff Univ., United Kingdom) <i>Uses and misuses of metaphor in health education: The example of two children's comics on tuberculosis prevention</i></p>	<p>John Bamden (Univ. of Birmingham, United Kingdom) <i>Communicating Flexibly with Metaphor: A Replacement-Compounding -Strengthening Complex</i></p> <p>Malgorzata Fabiszak - Adam Mickiewicz (Univ. in Poznan and Univ. of Vienna, Poland) Nikolaus Ritt - Elisabeth Wacker (Univ. of Vienna, Austria) <i>Historical Dynamics Approach to Metaphor</i></p> <p>Fiona Burrows (The Univ. of Western Australia, Australia) <i>Synaesthetic Metaphor and Multisensory Learning in Tertiary Education</i></p> <p>Astrid Jensen Schleiter Cindie Aaen Maagaard Rasmus Kjærgård Ramsussen (Roskilde Univ., Denmark) <i>Metaphor and Narrative as Tools for Thought and Action</i></p> <p>Zsófia Demjén (Open Univ., United Kingdom) <i>Dynamic meaning construction in metaphor clusters: attraction, framing and scenarios?</i></p>	<p>Yuchun Chang (Ludwig-Maximilians-Universität München, Germany) Kathleen Ahrens (Hong Kong Baptist Univ., Hong Kong) <i>Conceptual Models as Instantiated in PRC Speeches Concerning Taiwan</i></p> <p>Linn-Marlen Reikitt Irene Mittelberg (RWTH Aachen Univ., Germany) <i>Crossmodal figurative discourse strategies: Metonymic modes and image schemas in verbo-gestural taboo descriptions</i></p> <p>Anna de Bruyckere (Durham Univ., United Kingdom) <i>Metaphor entrenchment in scientific practice: its process</i></p> <p>Ivo Silvestro (Univ. of Milan, Italy) <i>Intellectual property of the (metaphor of the) DNA</i></p> <p>Daniel Roush (Eastern Kentucky Univ., United States) <i>Event-structure metaphors in translation: the case of English (American) political speeches translated into American Sign Language by Deaf translators</i></p>	<p>Marina Platonova - Larisa Iljinska Tatjana Smirnova (Riga Technical Univ., Latvia) <i>Metaphoric Terms: Mystery of Meaning Transformation</i></p> <p>Katie Patterson (Univ. of Liverpool, United Kingdom) <i>The theory of Lexical Priming (Hoey, 2005) and its role in understanding and communicating with metaphor - A corpus study of flame.</i></p> <p>Claudia Förster Hegrenæs (Norwegian School of Economics, Norway) <i>TIME IS MOTION A corpus-based study on the quantitative distribution of conceptual metaphors in translated and non-translated English</i></p> <p>Inesa Šeškauskienė (Vilnius Univ., Lithuania) <i>The way linguists write: metaphors in English and Lithuanian research papers in applied linguistics</i></p>	<p>Nailiya Bashirova (Kazan (Volga Region) Federal Univ., Russian Federation) <i>Metaphonymy in Shakespearean quotations in English and Russian press</i></p> <p>Joanna Marhula-Maciej Rosiński (Warsaw Univ., Poland) <i>Identifying metaphor in Polish radio talk</i></p> <p>Julia T. Williams Camus (Univ. of Cantabria, Spain) <i>Science on the move: MOVEMENT FORWARDS metaphors in English and Spanish popularisation articles</i></p> <p>Eduardo Urios-Aparisi (Univ. of Connecticut, United States) <i>Artistic Re-Embodiment: Metaphor and Empathy in Picasso's Paintings</i></p>

Lunch

AULA 2a METAFORA E COMUNICAZIONE - ITALIAN SESSION Chair: Pietro Storari	AULA 4a METAPHORS AND EDUCATION (1) Chair: Sarah Turner	AULA 5a METAPHORS AND THE MEDIA Chair: Elisabetta Gola	AULA 6a METAPHORS AND CLIMATE CHANGE Chair: Massimo Sangoi	AULA 7a MULTIMODAL METAPHORS (1) Chair: Linda Greve	AULA 8a METAPHORS OF THE MIND Chair: Simone Pinna
<p>Adelino Cattani (Univ. of Padua, Italy) <i>Discutere è combattere, giocare, trattare, viaggiare, costruire</i></p> <p>Roberta Patalano (The Univ. "Parthenope", Italy) <i>Come costruire una persona: la metafora che manca ai "Sei personaggi in cerca di autore" di Luigi Pirandello</i></p> <p>Micaela Rossi (Univ. of Genoa, Italy) <i>Ruolo ed evoluzioni delle metafore nelle terminologie specialistiche</i></p>	<p>Chiara Nasti - Marco Venuti (Univ. of Naples Federico II, Italy) <i>Educational metaphors on the web. A corpus-based analysis of Italian and English/Irish universities' websites.</i></p> <p>Fiona Macarthur (Universidad de Extremadura, Spain) <i>Metaphor and the learner of English as an international language</i></p> <p>Maciej Rosiński (Univ. of Warsaw, Poland) <i>Metaphors in educational discourse: the notion of function in mathematics education</i></p>	<p>Stefanie Vogelbacher (Universität Heidelberg, Germany) <i>Metaphor negotiation as a resource for micro- and macro-level positioning in the Guardian's Comment is free section</i></p> <p>Sonja Solomon (McGill Univ., Canada) <i>A Mobile Army of Metaphors: From Archiving to Sharing Digital Memories</i></p> <p>Wendy Anderson (Univ. of Glasgow, UK) <i>Patterns of metaphor in English</i></p>	<p>Dimitrinka Atanasova - Nelya Koteyko (Univ. of Leicester, UK) <i>War and religion in Guardian Online and Mail Online editorials on climate change</i></p> <p>Elena Negrea-Busuioic (Nat. Univ. of Political Studies and PA, Romania) <i>Who will 'fix' our planet? An analysis of metaphors used by President Obama to assign responsibility for fighting climate change</i></p> <p>David Ritchie (Portland State Univ., USA) <i>"A bright blue ball" – "brushed with clouds" or "parched, scorched, and washed away." Obama's use of contrasting metaphors in framing climate change.</i></p>	<p>Blanca Kraljevic Mujic (Universidad Rey Juan Carlos, Spain) Laura Hidalgo Downing (Universidad Autónoma de Madrid, Spain) <i>Multimodal metaphor and fictional storylines in printed and internet advertising discourse</i></p> <p>Ludmilla A'Beckett (Monash Univ., Australia) <i>Building blocks for multimodal metaphors: Iconic segments and artistic parodies in cartoons</i></p> <p>Fabio Indio Massimo Poppi (Univ. of East Anglia, UK) <i>Commercials, Multimodal Metaphors and Consumerist Ideology.</i></p>	<p>Kristina Strkalj Despot (Institute of Croatian Language and Linguistics, Croatia) <i>Metaphor in a Diachronic Perspective: on the Evolution of Mind in the Croatian Language</i></p> <p>Anke Beger (Flensburg Univ., Germany) <i>The brain as the mind's machine: A metaphor as the basis for elaborate analogies in teaching college students concepts of the mind</i></p> <p>Sarah Greifenstein Regina Brückner (Freie Universität Berlin, Germany) <i>Imagining the human brain – multimodal metaphors in science television programs</i></p>

Aula Specchi - Coffee Break

- AULA MAGNA - First Panel: Metaphor in Human Sciences
Chair: Liliana Albertazzi (Univ. of Trento, Italy) • Invited speakers: Susanne Niemeier (Univ. Koblenz-Landau, Germany) - Teaching (in) Metaphors
Zoltán Kövecses (Eötvös Loránd Univ., Hungary) - Metaphor and Metonymy in Folk and Expert Theories of Emotion - Tony Veale (Univ. College Dublin, Ireland)
Metaphor as a Conceptual Resource and a Computational Service

20.30 PhD Party

10TH CONFERENCE OF THE ASSOCIATION FOR RESEARCHING AND APPLYING METAPHOR

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RAM

Sunday 22

9.00-10.00

- AULA MAGNA -
Plenary 3 (Education) Chair: John Wade (Univ. of Cagliari, Italy) - Graham Low (Univ. of York, United Kingdom)
Eliciting metaphor in education research: is it really worth the effort?

10.00-11.00

- AULA MAGNA -
RaAM Annual General Meeting

11.00-13.00

- AULA SPECCHI - POSTER SESSION + INDIVIDUAL CONSULTATION SESSIONS

Ahmed Abdel-Raheem (Lodz Univ., Poland). Messaging battles in the Eurozone crisis discourse: A critical cognitive study • **Daniella Aguiar** (Federal Univ. of Juiz de Fora, Brazil) and **Queiroz Joao** (Federal Univ. of Juiz de Fora, Brazil). Metaphors in literature-to-dance intersemiotic translation: a Peircean perspective • **Valentina Cuccio** (Univ. of Palermo, Italy). Embodied Simulation and metaphors. Towards a direct role of the body in language comprehension • **Aglika Dobрева** (Univ. of Shumen, Bulgarian). Cognitive and Cultural Aspects of Metaphors for Basic Emotions in English and Bulgarian • **Saoko Funada** (Beppu Univ., Japan). Humanisation and Dehumanisation: A Stylistic Approach to Metaphorical and Metonymical Expressions in Our Mutual Friend • **Linda Greve** (Aarhus Univ., Denmark). Multimodal Metaphor Analysis – Applied on Metaphors for Knowledge in Creative Startups • **Regina Gutiérrez Perez** (Pablo de Olavide Univ., Spain). Teaching Conceptual Metaphors to EFL Learners in the European Space of Higher Education • **Diana Löffler** (Univ. of Würzburg, Germany) and **Jörn Hurtienne** (Univ. of Würzburg, Germany). Image-Schematic Metaphors and The Abstract Use of Colours • **Elisabetta Materassi** (Univ. of Amsterdam, Netherlands). 'Prospettive di analisi' e 'percorsiteorici': metafore e metonimie nel discorso accademico • **Khadidja Merakchi** (Univ. of Surrey, United Kingdom) and **Margaret Rogers** (Univ. of Surrey, United Kingdom). « L'univers, un monster informatique»: How universal are metaphors about the universe? • **Joanne Pawliczak** (Univ. of Lodz, Poland). Time metaphors in collocations of English – a corpus based study and survey analysis • **David Ritchie** (Portland State Univ., United States). Stories, simulations, and metaphor comprehension • **Elo Rohult** (Univ. of Tartu, Estonia). (When) Is time an object, mass or a container? • **Diane de Saint Léger** (The Univ. of Melbourne, Australia). Metaphor use in French language ideological debate: the Fioraso bill • **Ruta Sirvyde** (Vilnius Univ., Lithuania). Do foreigners have the soul? Soul-mapping from corpus perspectives. • **Pedro Henrique Sousa Da Silva** (Federal Univ. of Ceara, Brazil), **Ana Cristina Pelosi** (Federal Univ. of Ceara, Brazil) and **Luciane Corrêa Ferreira** (Federal Univ. of Minas Gerais, Brazil). Would systematic metaphors be systematic metonymies? An analysis of the discourse of victims of violence in football in the light of complex adaptive systems • **Maribel Tercedor** (Univ. of Granada, Spain) and **Clara Inés López-Rodríguez** (Univ. of Granada, Spain). Testing the transparency of widely-used metaphorical medical terms • **Vera Tripodi** (Univ. of Turin, Italy). Gendered metaphors in philosophy and science • **Solange Vereza** (Fluminense Federal Univ., Brazil) and **Ana Cristina Pelosi** (Federal Univ. of Ceara, Brazil). The metaphorical framing of violence: Systematic and situated metaphors in discourse

13.00-15.00

- AULA SPECCHI - Lunch offered by JOHN BENJAMINS PUBLISHING COMPANY

15.00-16.30

AULA 2a METAPHORS AND ECONOMICS Chair: Massimo Sangoi	AULA 4a EXPERIMENTAL APPROACHES TO METAPHORS Chair: Francesca Ervas	AULA 5a METAPHOR AND COGNITIVE DISORDERS Chair: Valentina Cuccio	AULA 6a METAPHOR AND METONYMY Chair: Saoko Funada	AULA 7a METAPHORS AND EMOTIONS Chair: Aglika Dobрева	AULA 8a METAPHORS AND EDUCATION (2) Chair: Fiona Macarthur
<p>Alicia Urquidí (Universität Bamberg, Germany) <i>Creativity and Innovation in Spanish Economics Metaphors in Journalistic Discourse</i></p> <p>Tina Krennmayr (VU Univ. Amsterdam, Netherlands) <i>Economic competition is like auto racing: Building metaphorical schemas when reading text</i></p> <p>Jurga Cibulskienė (Lithuanian Univ. of Educational Sciences, Lithuania) <i>Metaphor in political communication across cultures: what is economic recession? A (pot)hole or a burden?</i></p>	<p>Liliana Albertazzi - Luisa Canal Rocco Micciolo (Univ. of Trento, Italy) - James Dadam (Univ. of Trento (previously), Brazil) <i>The experiential roots of metaphor</i></p> <p>Amber Boeynaems - Luuk Lagerwerf Christian F. Burgers (VU Univ. Amsterdam, Netherlands), Charlotte J. Brussee (Noordhollands Dagblad, Alkmaar, Netherlands) <i>Attention getters: How rhetorical formulations and negative frames affect immediate attention and recall</i></p>	<p>Dennis Tay - Amy Tianling Wu Tiffany Yating Yu (The Hong Kong Polytechnic Univ., China) <i>Bringing linguistic and therapeutic variables closer in psychotherapeutic metaphor research</i></p> <p>Fiona Mathieson - Maria Stubbe Jennifer Jordan (Univ. of Otago, New Zealand) <i>Nailing down Jelly: Exploring metaphor use in cognitive behaviour therapy</i></p> <p>Lucia Morra (Univ. of Turin, Italy) <i>High-functioning Autism Spectrum and metaphor comprehension: recent cognitive perspectives and empirical findings</i></p>	<p>Jeannette Littlemore Caroline Tagg (Univ. of Birmingham, United Kingdom) <i>Metonymy in Text Messaging</i></p> <p>Katarina Rasulic (Univ. of Belgrade, Serbia) <i>Metaphor: Metonymy and meaning making in the Bologna Process Discourse</i></p> <p>Elina Veinberga Krasovska (Latvian Academy of Culture, Latvia) <i>Metonymy in Multimodal Advertising</i></p>	<p>Thomas Wiben Jensen (Univ. of Southern Denmark, Denmark) Elena Cuffari (Univ. of the Basque Country, Spain) <i>Metaphoricity as emotional co-experience in dialogue</i></p> <p>Poppy Siahaan (Univ. of Cologne, Germany) <i>Emotion metaphors in pre-modern Malay society</i></p> <p>Cornelia Mueller Benjamin Marienfeld (European Univ. Viadrina Frankfurt, Germany) <i>Feeling for speaking: Bodily experiences ground figurative and non-figurative ways of talking about emotions</i></p>	<p>Magda Pischetola (Pontificia Universidade Católica do Rio de Janeiro, Brazil) <i>Metaphor as a strategic tool for Education</i></p> <p>John Wade (Univ. of Cagliari, Italy) <i>Metaphor and the shaping of educational thinking</i></p> <p>Sarah Turner (Univ. of Birmingham, United Kingdom) <i>What is metaphorical competence and how can it be measured?</i></p>

16.30-17.00

- AULA SPECCHI - Coffee break

17.00-19.00

- AULA MAGNA -
Second Panel: Metaphor in Natural Sciences • Chair: Elena Gagliasso (Univ. of Rome "La Sapienza", Italy) and Giulia Frezza (Univ. of Rome "La Sapienza", Italy)
Invited speakers: Carmela Morabito (Univ. of Rome "Tor Vergata", Italy) - Degeneracy and dexterity: two metaphorical devices in neurosciences for the interpretation of the mind-body relationships • Andrea Grignolio (Univ. of Rome "La Sapienza", Italy) - Systems Biology: old metaphors, new tools - Luca Guzzardi (Univ. of Pavia, Italy)
Metaphorical and non-metaphorical at the dawn of modern science

19.00-19.30

General Discussion

20.30

Conference dinner

Monday 23

09.00-10.00

AULA 4a METAPHOR IN CONVERSATION Chair: Lucia Morra	AULA 5a METAPHORS IN POLITICAL COMMUNICATION Chair: Diane de Saint Léger	AULA 6a METAPHORS AND L2 ACQUISITION (1) Chair: Vera Tripodi	AULA 7a MULTIMODAL METAPHORS (2) Chair: Amitash Ojha	AULA 8a METAPHORS IN SIGN LANGUAGES Chair: Moira De Iaco
<p>Franziska Boll-Lena Hotze-Dorothea Böhme Benjamin Marienfeld-Cornelia Müller (European Univ. Viadrina, Germany) <i>Interactive metaphor: How metaphoric meaning emerges from conversation</i></p> <p>Hanna Skorczyńska-Rosa Giménez-Moreno (Universitat de València, Spain) <i>Defining register for metaphor variation study: the case of private conversation</i></p>	<p>Weimei Zhang (Shanghai International Studies Univ., China), Dirk Geeraerts-Dirk Speelman (Univ. of Leuven, Belgium) <i>A multifactorial analysis of onomasiological variation: Metonymic vs. literal expressions for GOVERNMENT</i></p> <p>Gill Philip (Univ. of Macerata, Italy) <i>"Always avoid metaphors": the civil service style guide and public perceptions of non-literal language</i></p>	<p>Vera Lúcia Menezes de Oliveira E Paiva (Universidade Federal de Minas Gerais/CNPq/FAPEMIG, Brazil) <i>Metaphors in second language acquisition research</i></p> <p>Rawan Saaty (Univ. of Birmingham, United Kingdom) <i>Teaching L2 Metaphoric Vocabulary through Task-Based Approach: An Experimental Study with Saudi Univ. Learners</i></p>	<p>Larysa Bobrova (The Pennsylvania State Univ., United States) <i>Procedure for the Identification of Potential Multimodal Metaphor in TV Commercials</i></p>	<p>Paweł Rutkowski-Joanna Łacheta Sylwia Łozińska-Piotr Mostowski (Univ. of Warsaw, Poland) <i>The iconicity of the time-line metaphor in Polish Sign Language (PJM): A corpus-based study</i></p> <p>Sabina Fontana (Univ. of Catania, Italy) and Valentina Cuccio (Univ. of Palermo, Italy) <i>Embodied cognition and spatial metaphors</i></p>

10.00-10.30

- AULA SPECCHI - Coffee break

10.30-12.30

AULA 2a METAPHORS AND EDUCATION (3) Chair: Giulia Frezza	AULA 4a METAPHORS AND (INTER)CULTURAL COMMUNICATION Chair: Sabina Fontana	AULA 5a METAPHORS AND L2 ACQUISITION (2) Chair: Rawan Saaty	AULA 6a METAPHORS AND SIMILES Chair: David Ritchie	AULA 7a METAPHORS IN MOTION Chair: Moreno Dore	AULA 8a METAPHOR AND PHILOSOPHY Chair: Lucia Morra
<p>Paola Alarcón-Jorge Vergara Claudio Díaz (Univ. of Concepción, Chile) <i>Strengthening metaphor validity from the multi-method</i></p> <p>Tsun Tsun Kenix Hau (Hong Kong) Catherine Walter (Univ. of Oxford, United Kingdom) <i>Metaphor Comprehension Ability and Perception of the Use of Metaphor in English Texts: An investigation of International Students Studying Business in a British Univ.</i></p> <p>Ying-Hsueh Hu (Tamkang Univ., Taiwan) <i>The Cultural Model(s) of a Good College Teacher in the Age of Globalization</i></p>	<p>Chiarung Lu (Tamkang Univ., Taiwan) <i>Metaphor and the multifacetedness of cultural values in proverbs</i></p> <p>Mwangi Gachara (Kenyatta Univ., Kenya) <i>Metaphors used in the commodification of Gikuku Women</i></p> <p>Fernanda Cavalcanti (Univ. Fed. do Ceara, Brazil) <i>The animal metaphor and the conceptualization of cabra (goat) in Brazilian Portuguese</i></p> <p>Peter Crisp (Chinese Univ. of Hong Kong) <i>Myths and Mappings: A Cognitive Approach To Myth From, and in contrast to, Allegory</i></p>	<p>David O'Reilly (Univ. of York, United Kingdom) <i>An investigation into the figurative interlanguage of two Chinese L1 and two Serbian L1 speakers of English</i></p> <p>Justine Paris (Univ. Sorbonne, Paris, France) <i>The use of non-literal language in L1 and in L2: Evidence from French learners of English</i></p> <p>Susan Nacey (Hedmark Univ. College, Norway) <i>Metaphoricity in L2 English learners' prepositions</i></p> <p>Zouheir Maalej (King Saud Univ., Saudi Arabia) <i>Receptive and productive metaphorical proficiency, with special reference to ESL Saudi students</i></p>	<p>Lisanne van Weelden Joost Schilperoord-Alfons Maes (Tilburg Univ., Netherlands) <i>The role of shape in mental representations of (negative) similes</i></p> <p>Lettie Dorst (Leiden Univ., Netherlands) <i>Beyond A IS LIKE B: the linguistic, conceptual and communicative properties of similes in fiction.</i></p> <p>Magda Stroinska (McMaster Univ., Canada) and Kate Szymanski (Adelphi Univ., United States) <i>What was it like? The role of similes in the development of symbolic thinking in trauma narratives</i></p>	<p>Till Bergmann-Teenie Matlock (Univ. of California, USA) Christy Banks (UC Merced, USA) <i>Watching fictive motion in action</i></p> <p>Bodo Winter (UC Merced, United States) <i>Horror movies and the cognitive ecology of metaphors</i></p> <p>Stephen Pihlaja (Newman Univ., United Kingdom) <i>Dynamic metaphor use in YouTube 'drama'</i></p>	<p>Núria Sara Miras Boronat (Universitat de Barcelona, Spain) <i>Playing metaphors in philosophy: from Ancient fate to (post)modern freedom</i></p> <p>Moira De Iaco (Univ. of Salento, Italy) <i>Metaphor as structure and method of language. Gramsci and Wittgenstein</i></p> <p>Andreas Heise (Univ. of Warwick, United Kingdom and Univ. of Lucerne, Switzerland) <i>Metaphor analysis and metaphorology</i></p> <p>Daria Mingardo (Univ. of Padua, Italy) <i>Metaphor, Paraphrase and Ineffability</i></p>

12.30-13.00

- AULA MAGNA - Final address

13.00-15.00

Lunch

15.00-23.00

Trip to Isili and Barumini