

Researching and Applying Metaphor (RaAM) 2009 Workshop:
Metaphor, metonymy & multimodality (4-5 June 2009, Amsterdam)

The Department of Media Studies at the University of Amsterdam (UvA) in the Netherlands, in cooperation with its co-sponsors, including

- The Faculty of Arts of VU University/Vrije Universiteit Amsterdam
- The Amsterdam School for Cultural Analysis (ASCA/Universiteit van Amsterdam)
- John Benjamins Publishing Company

is proud to host the RaAM 2009 Workshop on the topic of Metaphor, metonymy & multimodality.

Background:

The analysis of metaphor in different modalities, not just in written texts, elucidates the vital ties between metaphor and metonymy in meaning-making. This workshop therefore integrates these three topics for its theme. The multiple forms of expression to be considered include written words, spoken language, the pictorial mode (still and moving images), sound, and the gestural mode. Attention will be focused on the multimodal use of metaphor and metonymy in TV advertising, film, comics, animation, naturalistic spoken discourse, experimental settings, and foreign language teaching.

Format & Schedule:

The workshop will feature a combination of plenary lectures, introducing basic concepts, and hands-on workshops, in which the plenary speakers will guide participants in the analysis of materials. There will be two plenaries on the analysis of images and two on gestures, and three workshops on each of the modes of images and gestures. The same hands-on workshops will run on both days so that participants may take part in two out of the three on each topic. For details, see the list of abstracts for the plenary lectures and hands-on workshops, with the overview of the tentative schedule, on the RaAM website (<http://www.raam.org.uk/Home.html>). Note that there will also be time allotted for a poster session by participants who wish to present their own research on multimodal metaphor and/or metonymy.

Speakers:

The following speakers will be presenting joint plenary lectures and conducting the hands-on workshops individually or in pairs:

• Images:

Frank Boers, Erasmus College of Brussels, Belgium

Charles Forceville, University of Amsterdam, The Netherlands

Fiona MacArthur, Universidad de Extremadura, Cáceres, Spain

Lisa El Refaie, Cardiff University, United Kingdom

• Gestures:

Daniel Casasanto, Max Planck Institute, Nijmegen, The Netherlands

Alan Cienki, Vrije Universiteit Amsterdam, The Netherlands

Irene Mittelberg, Vrije Universiteit Amsterdam, The Netherlands

Cornelia Müller, European University Viadrina, Frankfurt/Oder, Germany

Participants:

In order to retain the workshop character we envisage a maximum of 75 participants in the workshop. To control the number enrolled, those interested are asked to submit the completed application form, found on the website, by 15 March 2009. You will see that applicants must either submit an abstract for a poster or a statement of interest for the workshop. Preference for acceptance will be given to

- (i) RaAM members, and
- (ii) those with demonstrable affinity with the workshop theme.

Applicants will be notified by 1 April 2009 of acceptance or not. Accepted applicants will then be sent a registration form and information on paying the registration fee.

Costs:

Fees for accepted applicants will be as follows:

- €75 for delegates who are not RaAM members and not PhD students
- €50 for RaAM members who are not PhD students
- €50 for PhD students who are not RaAM members
- €25 for PhD students who are RaAM members

Participants will have the option of taking part in a joint workshop dinner, provisionally planned to be held on Thursday evening, 4 June, at Brasserie Harkema. The cost of the dinner will be €50 including drinks, and is not covered by the workshop fees listed above.

Schedule:

The programme will begin at 9:00 on Thursday morning, 4 June, and will end at 18:30 on Friday afternoon, 5 June. See the link to the complete schedule on the RaAM website.

Travel and accommodation:

Schiphol Airport in the Netherlands is a 20-minute train trip away from Amsterdam. The department of Media Studies is located in the city center, near Muntplein and Spui, 5 minutes by tram or 15 minutes walking from Amsterdam Central Station. Participants will be expected to make their own travel and hotel arrangements. A list of recommended hotels is available via the RaAM website.

Organizing committee:

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- Charles Forceville (Dept. of Media Studies, Universiteit van

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