北京大學—香港理工大學
語言學研究中心
The Hong Kong Polytechnic University – Peking University
Research Centre on Chinese Linguistics

29th
JOINT WORKSHOP ON LINGUISTICS AND LANGUAGE PROCESSING

Programme

4 June 2021

**The Hong Kong Polytechnic University
Online via. Zoom**

**For registration and symposium update, please visit
https://www.polyu.edu.hk/engl/event/JWLLP2021/**

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Co-hosted by

北京大學—香港理工大學
語言學研究中心
The Hong Kong Polytechnic University – Peking University
Research Centre on Chinese Linguistics

Joint Workshop on Linguistics and Language Processing

Mission Statement

- Our mission is to promote interaction among researchers with different research background related to the study of language, linguistic theories, natural language processing, human sentence processing and related fields.
- Our mission is to promote interaction among researchers in different countries and regions.
- Our mission is to promote interaction among researchers working on different languages.

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(in alphabetic order of surnames)

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Waseda University, Tokyo

Professor Chu-Ren Huang
The Hong Kong Polytechnic University, Hong Kong

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Post-doctoral Fellow, Department of Chinese and Bilingual Studies

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Welcome

We are delighted to welcome you (virtually) to The Hong Kong Polytechnic University (PolyU) for the 29th Joint Workshop on Linguistics and Language Processing (JWLLP).

Since its inception in 2004, JWLLP has actively pursued its mission to promote interaction among researchers world-wide related to the study of language, linguistic theories, natural language processing, human sentence processing and related fields in a variety of languages. You will see from the following abstracts that we have a rich and diverse range of exciting presentations lined up for this 29th workshop.

Our two departments strive for international recognition as a leading centres in linguistics and applied language studies. Even as one of the youngest faculties of humanities in Hong Kong, we are a leader, in both research and education, of applied language sciences and bilingual studies in the Asian Pacific region. The timing of the 29th JWLLP coincides with the announcement of Hong Kong's Research Assessment Exercise 2020 results (which occur every six years). We received a 100% 4-star rating for our research environment in linguistics, only one of a handful of departments in our university to receive this honor. In addition, in terms of the proportion of research excellence as measured by research output in the field, calculated based on our share of contribution to all "world leading" (four stars) and "internationally excellent" (three stars) research outputs in Hong Kong, PolyU is the best performer among all institutions in Linguistics with a 48% share, three times as high as the next two universities. Furthermore, the QS World University Rankings in 2020 places us 45th in the world in the subject area of linguistics. As we continue to aim higher, we look forward to collaborating with international colleagues on future work in areas of mutual interest.

We would like to take this opportunity to thank everyone who has been involved in the planning and preparation for this workshop including the JWLLP Steering Committee Members, fellow members of the Local Organizing Committee, as well as faculty colleagues. JWLLP would not have been possible without your support.

We look forward to a stimulating and rewarding workshop ahead!

Kathleen Ahrens
Organizer
Director for Research Centre for Professional Communication in English
Professor, Department of English
The Hong Kong Polytechnic University

Chu-Ren Huang
Co-organizer
Director for HK PolyU-PKU Research Centre on Chinese Linguistics
Chair Professor, Department of Chinese and Bilingual Studies
The Hong Kong Polytechnic University

Persuasion, Power and Privilege

(starting 1:20pm HKT on June 4th)

Metaphor and mediation are integral to how a community connects to, learns from, and manages to communicate. Lakoff and Johnson's (1980) contribution, Conceptual Metaphor Theory, highlighted the pervasiveness of metaphor and their use in reasoning and understanding. Metaphor as mediator in the process and practice of communication is interactive with the social and cultural environment surrounding the individual, institution, or organisation. In turn, metaphor has been shown to influence interactions, meaning making, and value systems. This symposium explores the theoretical and empirical study of metaphor in discourse across diverging domains of knowledge and practice including healthcare, education, business, politics, psychology, etc. Our focus is the examination of how metaphorical language use can manifest power in political rhetoric, persuasion in professional rhetoric, and privilege in process and practice. The symposium will showcase current research from the perspective of conceptual metaphors, linguistic metaphors, and metaphor themes or scenarios to demonstrate the merits of applied metaphor analysis to real-world problems facing academia, industry, and our communities.

Metaphor/Mediator Panel Co-organizers

- Professor Kathleen Ahrens, Professor, Department of English and Director, Research Centre for Professional Communication in English
- Dr Allison Creed, Faculty of Arts, University of Melbourne

Keynote Speaker for Metaphor/Mediator Panel

The Persuasive Power of Figurative Frames in Political Discourse

prof. dr. Christian Burgers (VU Amsterdam and University of Amsterdam)

Abstract

Figurative language types like metaphor, hyperbole and irony are important in constructing public discourse, on topics like the European Union (Musolff, 2017), economic policy (Burgers & Ahrens, 2020) and technological innovation (Campbell & LaPastina, 2010). For instance, in the 2019 Dutch Provincial Elections, the VVD party used a metaphoric scenario comparing the Netherlands to a fragile vase, and the VVD as its protector as a key campaign frame (https://www.trouw.nl/nieuws/vvd-voert-campagne-als-beschermer-van-teer-vaasje-nederland~ba9b6ca4/). Similarly, in the 2016 Elections, Donald Trumps used the "drain the swamp" metaphor to frame (a part of) his political agenda (Burgers, Jong Tjien Fa & de Graaf, 2019). A key question in the metaphor literature focuses on the persuasive power of such figurative frames: when and how do figurative frames impact their audience?

This presentation will give an overview of empirical research on the persuasiveness of metaphor and irony (e.g., through political satire) in political discourse. Various studies from our lab demonstrate that the persuasiveness of figurative frames depends on a variety of factors such as (a) the specific frames investigated, (b) the baseline measure against which figurative frames are compared, (c) the persuasion variable investigated, (d) participant characteristics, (e) elements of processing and (f) the specific communicative context.

Under some conditions, figurative frames can be powerful in persuading the audience of the speaker's stance. However, in other situations, figurative frames exert a limited power on addressees. In some cases, figurative framing can even be less persuasive than its literal counterparts. This means that we need an indirect-effects approach to addressing the power of figurative frames: which figurative frames impact which addressees under which conditions?

prof. dr. Christian Burgers is an Associate Professor in the Department of Communication Science at Vrije Universiteit Amsterdam and a Full Professor by special appointment in Strategic Communication (Logeion Chair) in the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam.

JWLLP programme

4 June 2021 Morning Session (GMT+8)

Session Chair

9:00am-9:05am	**Opening** Hans J. Ladegaard, Professor Head of Department of English The Hong Kong Polytechnic University	**Prof. Kathleen Ahrens**
9:05am-9:15am	**Welcome - JWLLP Steering Committee Members** Yasunari Harada, Chu-Ren Huang & Jong-Bok Kim	
9:15am-9:45am	**Negative *wh*-constructions in Korean: A construction-based perspective** Okgi Kim & Jong-Bok Kim University of Wisconsin-Milwaukee & Kyung Hee University	**Dr. Hsu, Yu-Yin**
9:45am-10:05am	**Cleft and internally headed relative clause constructions in Korean** Chongwon Park University of Minnesota Duluth	
10:05am-10:25am	**Representation of Kurdish Asylum seekers in Japanese media** Vakkas Colak Tokyo University of Foreign Studies	
10:25am-10:45am	**Linguistic bias in peer review** Steve Politzer-Ahles The Hong Kong Polytechnic University	
10:45am-10:50am	**Short Break**	
10:50am-11:10am	**Hate speech as toxic and biased words: Construction and analysis of Korean hate speech corpus** Won Ik Cho Seoul National University	**Dr. Emmanuele Chersoni**
11:10am-11:30am	**Reverse-engineering human language processing** Yohei Oseki The University of Tokyo	
11:30am-12:00pm	**Common tools for new usage: Big-data resources for L2 learners and translators** Vincent Wang & Lily Lim University of Macau & Macao Polytechnic Institute	

4 June 2021 Afternoon Session (GMT+8)

Time		Session Chair
1:20pm-1:25pm	**Welcome - Special Panel on Metaphor/Mediator: Persuasion, Power and Privilege** Kathleen Ahrens[1] & Allison Creed[2] [1]The Hong Kong Polytechnic University [2]University of Melbourne	

Metaphor in Politics

Time		Session Chair
1:25pm-1:55pm	**Making the unseen seen: The role of signaling and novelty in rating metaphors** Kathleen Ahrens The Hong Kong Polytechnic University	Dr. Beth Zhong
1:55pm-2:15pm	**Optimistic and pessimistic representations of "Russia's rising from her knees"** Ludmilla a'Beckett University of the Free State	
2:15pm-2:35pm	**Ukraine's voice makes Russia angry; Lithuania speaks boldly... Establishing power relations via personification of countries** Jurga Cibulskienė & Inesa Šeškauskienė Vilnius University	
2:35pm-2:55pm	**Framing ELECTIONS over time: The road to universal suffrage** Winnie Huiheng Zeng The Hong Kong Polytechnic University	
2:55pm-3:00pm	**Short break**	
KEYNOTE	3:00pm-3:55pm **The Persuasive Power of Figurative Frames in Political Discourse** Christian Burgers VU Amsterdam	Prof. Kathleen Ahrens
3:55pm-4:00pm	**Short break**	

Metaphor in Mediation

Time		Session Chair
4:00pm-4:20pm	**Metaphor themes in the construction of crime and criminals** Ulrike Tabbert University of Huddersfield	Dr. Winnie Zeng
4:20pm-4:40pm	**Dementia in metaphors: towards shared understanding and decision-making in families of various cultural backgrounds** Aletta Dorst Leiden University	
4:40pm-5:00pm	**'Thrown down a path you didn't expect to go on': Metaphors of power and agency in accounts of pregnancy loss** Sarah Turner Coventry University	
5:00pm-5:20pm	**A journey to win the lottery: Infertility metaphors in online discussions** Beth Yin Zhong & Serena Yi Deng The Hong Kong Polytechnic University & Guangdong University of Foreign Studies	
5:20pm-5:50pm	**Metaphors make thinking visible in vocational guidance and counselling** Allison Creed University of Melbourne	
5:50pm-5:55pm	**Short break**	
5:55pm-6:25pm	***"[As a Romanian in Italy] I feel like gut-bacteria, I still feel pretty comfortable"*: Migrants' metaphors as expressions of intermediate national identities** Andreas Musolff University of East Anglia	Dr. Allison Creed
6:25pm-6:30pm	**Closing** Vincent Wang University of Macau	Prof. Kathleen Ahrens

ABSTRACTS

Negative *wh*-constructions in Korean: A construction-based perspective

Okgi Kim & Jong-Bok Kim
University of Wisconsin-Milwaukee & Kyung Hee University
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As with other East-Asian languages (e.g., Chinese and Japanese), Korean employs the so-called Negative WH-Construction (NWHC) in which a *wh*-expression is used to express the speaker's negative attitude toward some previous utterance (Cheung 2008, 2009; Yang 2015; a.o.):[1]

(1)   Mimi-ka **mwe-ka/*l** yeyppu-ni?!
        Mimi-NOM what-NOM/ACC pretty-QUE
        'No way is Mimi pretty.' (⇒ Mimi is not pretty.)

In (1), the nominative-marked *wh*-phrase *mwe-ka* (henceforth, the NWH-phrase) has no *wh*-meaning as in information-seeking questions but contributes to asserting the negation of the sentential proposition.

There are several distributional constraints of the NWH phrase: (i) both the NWH-phrase and its associ- ated NP need to be nominative-marked, as illustrated in (2), and (ii) the two must be adjacent, as illustrated in (3).

(2)   Mimi-{ka/*nun/*man/*to} **mwe-ka**   o-ass-ni?!
        Mimi-NOM/TOP/only/also what-NOM come-
        PST-QUE 'No way did Mimi come.'

(3)   *Mimi-ka   maywu **mwe-ka**   yeyppu-ni?!   (cf. (1))
        Mimi-NOM very   what-NOM pretty-QUE
        '(int.) No way is Mimi very pretty.'

The distribution of NWH-phrase is not limited to a copular clause like (1) or an intransitive clause like (2). It can also occur in a transitive clause:

(4)   ku salam-i   **mwe-ka**   nonmwun-ul cal ssu-ni?!
        the person-NOM what-NOM paper-ACC well write-
        QUE 'No way does the person write a paper well.'

Even though the final meaning of the sentence with the NWH-phrase is a statement, the phrase occurs only in a polar question:

(5) a.   *cangmi-ka **mwe-ka** alumtap-ta?!   (declarative)
            rose-NOM what-NOM beautiful-DECL
            '(int.) No way are roses beautiful.'
     b.   *cangmi-ka **mwe-ka** alumtap-kwuna?!   (exclamative)
            rose-NOM what-NOM beautiful-EXCL
            '(int.) No way are roses beautiful.'

NWHCs also show unique discourse properties. Although both NWHCs and rhetorical questions convey assertions, the two constructions behave differently in several aspects. While rhetorical questions can initiate a conversation without following the addressee's words, NWHCs must be uttered after the addressee's words to express disapproval toward the addressee (Cheung 2009; Yang 2015): this is why they are ruled out when used discourse-initially or out of the blue. Further,

while a rhetorical question is uttered in a context in which both the speaker and the addressee have the same bias towards the answer to it (Caponigro and Sprouse 2007), an NWHC must be uttered in a context where the speaker and the addressee have opposing beliefs about the proposition in question (Cheung 2009; Kiss 2019):

(6) A: John-un   kyoswu-ka   ani-ya.
         John-TOP professor-NOM not-
         DECL 'John is not a professor.'
    B: #John-i   **mwe-ka**   kyoswu-ni?!
         John-NOM what-NOM professor-QUE
         'No way is John a professor' (⇒ John is not a professor.)

This is infelicitous since the interlocutors assert the same proposition, violating the pragmatic constraint of NWHCs.

Observing the idiosyncrasies as well as regularities of the construction, we sketch a Construction Gram- mar approach that can account for the syntactic and semantic/pragmatic properties of the construction. In particular, we suggest that the NWH-phrase *mwe-ka* combines with the associated nominative NP, assign- ing it an emphatic focus, and then modifies a verb projection (VP or S) headed by an interrogative verb. These combinational constraints can account for its idiosyncratic distributions. In terms of semantics, the NWH-expression negates the proposition of this VP as an at-issue meaning. It also accompanies a pragmatic constraint such that the discourse already evoked this proposition as salient information. This construction- based approach appears to be a feasible one in accounting for the peculiarities of the construction.

[1.] NWHCs are introduced by a limited set of *wh*-words, *mwe-ka* 'what-NOM', *ettehkey* 'how', *encey* 'when', and *eti* 'where', but not *nwu-ka* 'who-NOM'. In this study, we focus on NWHCs involving *mwe-ka* that have received relatively less attention in the literature.

Selected References

Caponigro, Ivano and Jon Sprouse. 2007. Rhetorical questions as questions. In *Proceedings of Sinn and Bedeutung* 11, 121-133.

Cheung, Lawrence Yam-Leung. 2008. *The negative wh-construction*. PhD dissertation, UCLA.

Cheung, Lawrence Yam-Leung. 2009. Negative *wh*-construction and its semantic properties. *Journal of East Asian Linguistics*, 18:297-321. DOI: https://doi.org/10.1007/s10831-009-9051-2

Kiss, Angelika. 2019. On the role of the Speaker's beliefs in some biased questions. In Gyuris, Beáta, Katalin Mády, and Gábor Recski (eds.), *K + K = 120: Papers dedicated to L. Kélmán & A. Kornai on the occasion of their 60th birthdays*, 293–314.

Yang, Barry Chung-Yu. 2015. Locating *wh*-intervention effects at CP. In Wei-Tien Dylan Tsai (ed.), *The cartography of Chinese syntax*, 153-186. Oxford: Oxford University Press.

Bio

Jong-Bok Kim, Alexeder von Humboldt Research Award Winner, is Professor at Dept of English Language and Literature and Director at Institute for the Study of Language and Information in Kyung Hee University, Seoul, Korea. http://web.khu.ac.kr/~jongbok/

Okgi Kim is a Ph.D. candidate in Linguistics at University of Wisconsin-Milwaukee. https://sites.uwm.edu/okgikim/

Cleft and Internally Headed Relative Clause constructions in Korean

Chongwon Park
University of Minnesota Duluth

The objective of this talk is to develop an analysis of three grammatical constructions in Korean, as shown in (1–3), from a Cognitive Grammar (CG) perspective. All three constructions involve the bound noun *kes*.

(1) **The Factive construction**

Mia-ka	Gio-ka	pemnin-i-∅-n	**kes**-ul	al-ass-ta.
M-NOM	G-NOM	culprit -COP-PST-ADN	KES-ACC	know-PST-DCL

'Mia knew that Gio had been the culprit of the crime.'

(2) **The Internally Headed Relative Clause (IHRC) construction**

na-nun	ku	cip-ey	tuleka-camaca		
I-TOP	that	house-LOC	enter-as.soon.as		
[[congi-ka	wancenhi	tha-peli-∅-n]	**kes**]-ul	po-ass-ta.	
paper-NOM	completely	burn-AUX-ADN	KES-ACC	see-PST-DCL	

Intended: 'As soon as I entered the house, I saw the ashes of the completely burnt paper.'

(3) **The Cleft construction**

Mia-ka	kuliwe-ha-∅-n	**kes**-un	Gio-i-ta.
M-NOM	miss-do-PST-ADN	KES-ADN	G-COP-DCL

'What Mia missed is Gio.'

I propose a uniform treatment of the three types of *kes* by arguing that it denotes a schematic nominal modified by a clause in all three examples. The different interpretations of the examples arise due to different types of conceptualizations involved in each instance. In (1), what Mia knew is the whole embedded clause, and these two events are mediated by *kes*. While *kes* is a direct object, what is really functioning as an object is the embedded clause. As such, it exhibits the property of zone activation; *kes* is the profile, and the embedded clause is the active zone. Example (2), which has drawn less attention in the literature, is a case of metonymy. Induced by the matrix predicate, a metonymic interpretation of the embedded clause becomes available through the ACTION FOR RESULT metonymy; the ACTION denoted by the embedded clause stands for the RESULT of the event. Considering that metonymy and zone activation are intricately related, the similarities between (1) and (2) are expected. The *ke*s in (3) has the same semantic base as the other two, which is devoid of any contentful meaning. In the copula construction required for (3), the schematic nominal *kes* is "filled in" by *Gio*. This "filling in" process is made possible due to the schematic characteristic of *kes*. While there exists a sizable amount of research on these constructions, most research focuses on the individual construction, thereby leaving the commonality among the three constructions largely ignored. Noteworthy previous proposals include but are not limited to Chung & J.-B. Kim (2003), J.-B. Kim (2016), and M.-J. Kim (2007, 2009). In addition, most of the existing research conducted has focused on the grammatical properties of said constructions without endorsing the view that grammar is conceptualization. In these approaches, detecting the motivation underlying the grammatical structures is not at issue. I demonstrate how the tenet of CG—grammar is conceptualization—helps us reach a broader generalization that can systematically account for the similarities and differences of the constructions.

References:

Chung, Chan and Jong-Bok Kim. 2003. Differences between externally and internally headed relative clause construction. In Jong-Bok Kim and Stephen Wechsler (eds.), *The proceedings of the 9th International Conference on HPSG*, pp. 43–65.

Kim, Chong-Bok. 2016. *The Syntactic Structures of Korean: A Construction Grammar Perspective.* Cambridge: Cambridge University Press.

Kim, Min-Joo 2007. Formal linking in internally headed relatives. *Natural Language Semantics* 15. 279–315.

Kim, Min-Joo. 2009. E-type anaphora and three types of *kes*-constructions in Korean. *Natural Language and Linguistic Theory* 27. 345–377.

Bio

Chongwon Park is Professor of Linguistics at the University of Minnesota Duluth. His research centers on Korean and English morpho-syntax from a cognitive linguistics perspective, particularly working within Cognitive Grammar. His research articles have appeared in journals such as *Cognitive Linguistics*, *Language and Cognition*, and *Studies in Language*, among others. His research monograph on the topic of Korean case—*Reference Point and Case: A Cognitive Grammar Exploration of Korean*—was published by John Benjamins Publishing Company in 2019.

Representation of Kurdish Asylum Seekers in Japanese Media

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Objectives

Research targets to explore the representation of Kurdish Asylum Seekers in Japanese media for the period between 2000-2019.Research aims to analyze the fluctuations and changes in the representations of Kurdish asylum seekers in Japanese media in 20 years period. How and to what extent do Japanese policies and partnership between Japanese and Kurds have an influence in the changes in the representation of Kurdish asylum seekers in Japanese media is also questioned through the research. As Kurdish migration to Japan is a recent phenomenon, there are not many studies focusing on the Kurdish asylum seekers in Japan. However, research targets to utilize the literature based on Kurdish asylum seekers in other countries especially in Europe. Utilizing from the Kurdish diaspora studies in other countries, research targets to be one of the primary sources about Kurdish asylum seekers in Japan and how they are represented in general.

Methodology

The ongoing research has been carried out since 2016 through different tools. Main methodology used in this research is the exploration of archival sources and media tools such as newspapers and television programs. Different newspapers which are publishing in Japanese such as Asahi Shimbun, Mainichi, Tokyo, Sankei Nikkei as well as English newspapers such as Japan Times and Yomiuri are explored and news related to Kurdish asylum seekers are analyzed according to different topics such as visibility of Kurdish asylum seekers in Japan, correlation between Japanese policies and the integration of Kurdish asylum seekers into Japanese society, vulnerability or strength of Kurdish asylum seekers, relation between Kurdish asylum seekers and Japanese society, challenges and problems that Kurdish asylum seekers experience in Japanese society. Through highlighting these topics with newspaper articles and visual materials in 20 years period, representation of Kurdish asylum seekers in Japanese media are examined.

Conclusions

Study found that the representation of Kurdish asylum seekers in Japanese media has tendency to increase in 20 years period. Comparing 2000s and 2010s highlights that these two decades are different than each other in terms of involving Kurdish asylum seekers in the media. While less attention was given to Kurdish asylum seekers in 2000s, the importance increased in 2010s. The reason behind this fact is the increasing relations between Japanese and Kurds as well as the increase of critical media tools towards restrictive Japanese policies on refugees. Although the

difficulties faced by Kurdish asylum seekers such as language problems, integration to Japanese society are some of the issues focused in the media, critical media tools give much more emphasis on the effect of Japanese policies on the life of Kurdish asylum seekers. Through these issues, representation of Kurdish asylum seekers in Japanese media became more visible.

Bio

Vakkas Colak is a PhD candidate, lecturer (currently teaching as Kurdish Language Lecturer) and research fellow at Tokyo University of Foreign Studies. He is a PhD candidate in sociology at University Malaysia Perlis. He graduated from the Faculty of Education at Dicle University in Turkey in 2006. His main research interest areas are Kurdish language and literature, politics, diaspora, Japanese literature and culture.

Linguistic bias in peer review

Steve Politzer-Ahles
The Hong Kong Polytechnic University

While many people place importance on "believing science" (as seen in, e.g., recent political discourse about COVID-19, climate change, and other issues of great societal importance), scientific findings are also not above question, and it is important to interrogate whether there are limitations or blind spots in scientific literature. One such limitation that has been subject to intense debate in recent years is the possibility of linguistic bias, i.e., the possibility that academic publishing is systematically more difficult for non-native users of English. If this is the case, it could lead to disproportionate underrepresentation of certain voices and perspectives in scientific literature and unfolding scientific consensus. The present talk reports on a study which found suggestive evidence that academics judge research abstracts as having worse scientific quality if the abstracts are not written in a way that conforms to standard academic English conventions, compared to abstracts with identical scientific content and without nonstandard English. These findings suggest that linguistic bias does indeed occur in academic publishing contexts, and that more work is needed to prepare academics to cope with multiple varieties of English in an increasingly international research atmosphere.

Bio

Stephen Politzer-Ahles is an Associate Professor in the Department of Chinese and Bilingual Studies at the Hong Kong Polytechnic University. His research involves the application of psycholinguistic and neurolinguistic techniques to investigate the representation and processing of abstract linguistic phenomena.

Hate speech as toxic and biased words:
Construction and analysis of Korean hate speech corpus

Won Ik Cho
Seoul National University

Defining and detecting hate speech is an essential theme in recent NLP literature. Since hate speech regards cultural and societal context, language-specific struggles have been conducted to tackle it, for instance, setting a boundary between offensive words and hate speech, annotating the subjective labels, and checking the context-dependency. In Korean, where hate speech is prevalent online alongside the active web (sub)culture, theoretical and engineering approaches are in action nowadays. In this talk, we describe the struggle within making the first human-annotated hate speech corpus for Korean and conduct further analysis. Also, we talk about the limitation of our approach and how we should manage it, considering the ethical point of view of the research.

Bio

Won Ik is studying computational linguistics and spoken language processing at the Department of Electrical and Computer Engineering, Seoul National University. His main research goal lies in discerning and analyzing the intention of human-like utterances in a typological manner, especially investigating the Korean language. He is interested in subword-level embeddings in Korean, prosody-semantics interface, and other NLP tasks, including semantic textual similarity and figurative languages. He also studies how language processing can benefit humans, especially regarding human-computer interaction, translation gender bias, and hate speech detection.

Reverse-engineering human language processing

Yohei Oseki
The University of Tokyo

Despite the close alliance in the 1980s, theoretical linguistics (a branch of cognitive science) and natural language processing (a branch of artificial intelligence) have traditionally been divorced, especially since the recent advent of deep learning. Theoretical linguistics proposed computational theories to represent linguistic competence through symbolic formal grammars, whereas natural language processing developed efficient algorithms to approximate linguistic performance through artificial neural networks without symbolic structures. However, since those theoretical and algorithmic perspectives are not mutually exclusive, one promising approach to engineer complex information processing systems like language processing would be to reverse-engineer human language processing (cf. Marr, 1982). In this talk, we review computational models of language processing with special focus on syntactic parsing. Specifically, symbolic formal grammars and artificial neural networks are constructed and evaluated against human language processing via information-theoretic complexity metrics. The results converge on the conclusion that symbolic structures and neural networks must be integrated towards "human-like" syntactic parsing, suggesting that theoretical linguistics and natural language processing should be married again in order to build machines that process natural languages like people (cf. Lake et al., 2016).

Bio

Yohei Oseki is an Assistant Professor in the Department of Language and Information Sciences at University of Tokyo and a visiting scientist at RIKEN Center for Advanced Intelligence Project (AIP). Before joining University of Tokyo, he received a Ph.D. from the Department of Linguistics at New York University in 2018 and was a visiting scholar at the Department of Linguistics at the University of Massachusetts Amherst and the Cold Spring Harbor Laboratory. His research integrates natural language processing with the cognitive science of language and attempts to reverse-engineer "human-like" language processing. He founded Computational Psycholinguistics Tokyo (CPT) and also organized Cognitive Modeling and Computational Linguistics (CMCL).

Common tools for new usage: Big-data resources for L2 learners and translators

Vincent Wang & Lily Lim
University of Macau & Macao Polytechnic Institute

Although language corpora have been designed for and extensively used by lexicographers and linguists, there is still ample room for other (less sophisticated) users to make effective use of the resources. The presentation underscores the value of using some most accessible Google and Sketch Engine-based resources for attaining findings that inform L2 learning and translation practice. Based on our investigation of a few cases, we demonstrate that an inquisitive investigator, no matter an L2 learner or a translator, can devise, refine and innovate his/her methods to interrogate the resources and resolve their problems on word usage. We have also observed that switching between the tools and resources and contrasting the results obtained from different resources would allow the investigator to form and attest to reasonable hypotheses, developing a better understanding of word use across different genres and in different times.

Bio

Vincent X. Wang, Associate Professor of the University of Macau and a NAATI-certified translator, received his MA and PhD in Applied Linguistics from the University of Queensland (2006). His research interests are in interlanguage pragmatics, corpus-based contrastive language studies, and discourse and pragmatics in translation. He published journal articles in *Sage Open*, *Target*, *Journal of Language, Literature and Culture* and TESOL-related periodicals, book chapters with Springer, Routledge and Brill, conference papers with PACLIC and CLSW, and a monograph *Making Requests by Chinese EFL Learners* (John Benjamins). His recent research draws on big data and corpus linguistics methodologies to investigate language properties, discourse, and the use of conceptual metaphors in social events such as COVID-19.

Lily Lim holds a PhD in Applied Linguistics (University of Queensland), a Master's Degree in Software Engineering (University of Macau), Certificate of Training Techniques (Escolas da Armada, Portugal), and Certificate of Chinese-Portuguese Conference Interpreting (Comissão Europeia). She has been both a practising interpreter and trainer for conference interpreters for nearly two decades. She is currently an Associate Professor and Coordinator of the Chinese-English Translation Program at the School of Languages and Translation, Macao Polytechnic Institute. Her recent research covers computer-assisted interpreter and translator training, and corpus-based language studies. She has published papers in *ReCALL*, *Babel*, and *The Interpreter and Translator Trainer*; book chapters with Rodopi, Springer, Cambridge Scholars Publishing, and Routledge; and a monograph with Bookman.

Making the unseen seen: The role of signaling and novelty in rating metaphors

Kathleen Ahrens[1], Christian Burgers[2,3] and Beth Yin Zhong[1]

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Comprehension of metaphorical expressions differs with the degree of novelty. Conventional metaphors are typically comprehended as easily as literal sentences (Gibbs & Tendahl, 2006; Hoeken et al., 2009), while novel metaphors are more cognitively intensive and are responded to less quickly than their conventional counterparts (Ahrens, 2010; Bowdle & Gentner, 2005). However, what is still lacking in the literature is the influence of metaphor signals (Goatly, 2011 [1997]; Skorczynska & Ahrens, 2015) (or discourse markers) on the interpretability and acceptability of sentences with metaphors, especially on their potential interaction with novelty.

To test to what degree novel metaphors, signaled metaphors, and novel and signaled metaphors impact the comprehension of sentences, we conducted six MTurk experiments (N = 240 for each study) among native American English speakers, to examine how interpretability and acceptability ratings of individually presented sentences are affected by metaphor novelty and different types of metaphor signals. We found a consistent effect of novel metaphors on both the interpretability and acceptability of sentences in the three experiments, in which sentences with novel metaphors are rated as much less interpretable and much less acceptable when they are compared to conventional metaphors and literal expressions. Signals, on the contrary, did not impact the interpretability or acceptability of the sentences.

However, it is interesting to note that there is some evidence that signals might affect the interpretability of conventional metaphors, but not novel metaphors, as people rated conventional metaphors with signals and double signals (both signals and scare quotes added around the metaphorical keywords) as less interpretable and acceptable than those without signals. But signals (or double signals) did not have such an effect on novel metaphors, indicating that novelty is the primary marker for rating interpretability and acceptability.

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Bio

Kathleen Ahrens is a Professor in the Department of English and Director of the Research Centre for Professional Communication in English at The Hong Kong Polytechnic University. Her research has been published in journals including Applied Linguistics, Discourse & Society, Journal of Psycholinguistic Research, Metaphor and Symbol, and Text & Talk. She is Chair of the Association for Researching and Applying Metaphor, an Advisory Board Member for the Metaphor Lab Amsterdam, and Fellow and former President of the Hong Kong Academy of Humanities.

Prof. dr. Christian Burgers is an Associate Professor in the Department of Communication Science at Vrije Universiteit Amsterdam and a Full Professor by special appointment in Strategic Communication (Logeion Chair) in the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam.

His research focuses on the role of language in strategic communication, with a particular focus on figurative language such as metaphor, hyperbole and irony. He studies the use and effects of metaphor, hyperbole and irony across domains of discourse (e.g., organizational communication, political communication, interpersonal communication). Between 2014-2018, he worked on the project "Figurative Framing" (2014-2018), for which he received a VENI grant from the Netherlands Organisation for Scientific Research (NWO). Currently, he works on his VIDI project "Contemporary Political Satire" (2018-2024). For more information on the VIDI project, please view the project website: www.copolsat.org.

Prof. dr. Christian Burgers is a member of the Management Team of the Metaphor Lab Amsterdam in which he coordinates the track on Figurative Framing, and main editor of the book series Metaphor in Language, Cognition and Communication (MiLCC), published by John Benjamins. He also has a regular Dutch-language column in C Magazine, in which he writes about communication research for an audience of communication professionals.

Beth Yin Zhong is currently a Post-doctoral Fellow at the Department of English, the Hong Kong Polytechnic University. She received her doctoral degree in applied language sciences from the Hong Kong Polytechnic University in 2020. Her research mainly integrates the corpus-based method and behaviour experiments to examine the relationship between sensorimotor information and lexical representations. Some related works have been accepted and published in journals such as Journal of Chinese Linguistics and Linguistics Research. Another line of her research interest lies in the (novel) metaphor comprehension and metaphors in communication.

Speaker: Ludmilla a'Beckett

Optimistic and pessimistic representations of "Russia's rising from her knees"

Ludmilla a'Beckett
University of the Free State

This paper analyses the impact of the meme "Russia is rising from her knees" on the Russophone audience in social media. The case study demonstrates that a metaphoric presentation of a political issue does not necessarily lead to the acceptance of this position by all participants in the discussion, even though the framing was apt and which was based on a strong cultural tradition. Rather we would discuss it as a resonance that was evoked by the metaphoric theme and was represented by multiple variations. The persuasive impact transpired in a multi-layered inter-dialogic pattern.

The slogan "Russia is rising from her knees" was introduced by Yeltsin in 1991. The metaphoric expression frames positive expectations about socioeconomic development in Russia as well as positive beliefs about the country's leadership which has steered Russia in the right direction, i.e. UPWARD or toward high achievements. Recently the motto was actively used by Putin and his supporters.

The meme seems to be ideally suited for the transferal of positive expectations. Russia has been anthropomorphised. Similar to a human being, the country used to experience problems which had brought her to her knees—a position which often has been associated with punishment or humiliation. At the present moment, the country is regaining its strength and is moving toward her manifest destiny, which is metaphorically represented as holding an upright position. However, the motto has not been used exclusively by optimists. The sceptics and pessimists rely on adaptations of this motto to mock the optimists and to resist (Burger, Fa, de Graaf 2019, de Lavalette, Andone, Steen 2019) the original positive bias of the expression. In this presentation, I will analyse images of "Russia on her knees" collected from Russian public fora. A framework of metaphoric scenario (Musolff, 2006, 2017, 2018; Schilperoord 2013) and VISMIP (Sorm and Steen 2018) was used in in the analyses. The study looked at representations and contextualisation which privileged positive or negative meanings of the multimodal narratives. The original message was renegotiated through: (a) choices of representations for Russia (b) representations of actions which corresponded to upward and downward movements (c) choices of domains of experience in which the scenario is activated, e.g., sports, military training, religious settings and others (d) introduction of other agents to the story line, e.g., helpers or villains (e) representations of the ultimate result of an upward movement.

Bio

Ludmilla a'Beckett, PhD, is a researcher at the University of the Free State, South Africa. Her research interests include discourse analysis, intercultural communication, and language policy in the countries of the former USSR. She was a contributor to the volumes "Persuasion in public discourse" (2018) edited by Jana Pelclova and Wei-lun Lu, "Migration and media" (2019) edited by Lorella Viola and Andreas Musolff, "Language of conflict" (2020) edited by Natalia Knoblock.

Ukraine's voice makes Russia angry; Lithuania speaks boldly... Establishing power relations via personification of countries

Jurga Cibulskienė & Inesa Šeškauskienė
Vilnius University

Personification as a type of metaphor can be treated as a cognitive mechanism, performing rhetorical functions in political discourse. From a cognitive perspective, the personification metaphor provides a coherent system of structuring our experience (Lakoff& Johnson 1980/2003, 1999), whereas from a rhetorical perspective, it is viewed as an argumentative tool aimed at communicating attitudes and persuading the audience (Chilton 2004; Charteris-Black 2014; Hart 2014; Musolff 2016, etc.).

Based on the data from Lithuanian media (a corpus of 102,046 words) dealing with the Ukrainian crisis, the paper argues that personification, or animation, of countries makes them stand out as having more power and taking an active stance in political events. The paper also explores how systematic usage of metaphors contributes to performing predicative, i.e. conveying positive and negative attitudes, functions via the animation of the countries.

The study was carried out within the framework of Critical Metaphor Analysis (CMA) (Charteris- Black 2004) which means that the Ukrainian crisis was investigated from three different perspectives: Ukraine, the European Union, and Russia. CMA suggests a three-step metaphor analysis procedure: first, cases of personification were identified by employing an adapted MIPVU (Steen et al., 2010) (linguistic level); second, they were related to cognitive metaphorical scenarios they follow (Musolff, 2016) (cognitive level); finally, the metaphors were analysed from a rhetorical perspective (Charteris-Black 2014), i.e. investigated how they manifested power, communicated attitudes and emotions towards events in Ukraine (rhetorical level). The investigation focused on verbal and non-verbal communication scenarios, in which the countries adopted multiple perspectives on the crisis in Ukraine. The findings suggest that the Lithuanian media metaphorically constructs Ukraine as a person disagreeing with Russia and as Lithuania's friend, the EU as a protector and adviser, Russia as a threatening and shouting aggressor, and Lithuania as a mediator, boldly speaking in support of Ukraine.

Bio

Inesa Šeškauskienė earned her PhD in linguistics from Vilnius University in 1995 and has been affiliated with it since her graduation. She has been on research and study visits in Uppsala University, Oxford University, University of Toronto and spent six months in the University of California in Berkeley as a Fulbright scholar. Her research focuses on metaphoricity in different types of discourse (legal, political), on space and on learner language.

Jurga Cibulskienė is an Associate Professor at Vilnius University, Lithuania. Her main research interests lie in cognitive linguistics and socio-political discourse analysis; thus, she attempts to bring together cognitive metaphor studies and Critical Discourse Analysis. Her major publications have focused on describing a persuasive role of metaphor in public discourses.

Framing ELECTIONS over time: The road to universal suffrage

Winnie Huiheng Zeng
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This study investigates how politicians' choice of metaphors in the framing of specific societal issues changes in public discourse over time. The analysis focuses on the diachronic changes in ELECTION metaphors in a corpus of public discourse by the government officials in post-colonial Hong Kong over the past two decades (1997-2017). We analyzed the fundamental changes and incremental changes (Burgers, 2016) in the metaphors used to frame various election issues.

The findings show no significant fundamental changes (decreases or increases) in the use of ELECTION metaphors and relevant source domains over time; Hong Kong government officials predominantly adopted JOURNEY metaphors when addressing the ELECTION ISSUES. Furthermore, we found incremental meaning changes in ELECTION IS A JOURNEY metaphors between the first decade (1997-2007) and the second decade (2008-2017), as evidenced in patterns of the frequent metaphorical keywords under the ELECTION IS A JOURNEY metaphors. We further identified specific source-target Mapping Principles (Ahrens, 2010) and source scenarios (Musolff, 2006) under the ELECTION IS A JOURNEY metaphors, which shed light on the framing patterns of JOURNEY metaphors in different phases of the democratic development in post-colonial Hong Kong. For instance, the speakers emphasized the 'path to attain universal sufferage' in the first decade while they changed to emphasize the concept of 'gradual and orderly progress toward universal suffrage' in the second decade. Variations in the JOURNEY metaphorical frames may indicate shifting political agendas by the government of Hong Kong on the road to universal suffrage.

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Bio

Winnie Huiheng Zeng is a Postdoctoral Fellow in the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University. She received her PhD in Applied Linguistics from Department of English at The Hong Kong Polytechnic University. Her research interests include corpus linguistics, critical metaphor analysis, metaphor and gender, political communication, and film studies. She has published articles in journals including *Metaphor and Symbol*, *Metaphor and the Social World*, and *Lingua.* Her recent research investigates diachronic changes in metaphorical framing of specific societal issues in public discourse.

The Persuasive Power of Figurative Frames in Political Discourse

Christian Burgers
VU Amsterdam and University of Amsterdam

KEYNOTE

Figurative language types like metaphor, hyperbole and irony are important in constructing public discourse, on topics like the European Union (Musolff, 2017), economic policy (Burgers & Ahrens, 2020) and technological innovation (Campbell & LaPastina, 2010). For instance, in the 2019 Dutch Provincial Elections, the VVD party used a metaphoric scenario comparing the Netherlands to a fragile vase, and the VVD as its protector as a key campaign frame (https://www.trouw.nl/nieuws/vvd-voert-campagne-als-beschermer-van-teer-vaasje-nederland~ba9b6ca4/). Similarly, in the 2016 Elections, Donald Trumps used the "drain the swamp" metaphor to frame (a part of) his political agenda (Burgers, Jong Tjien Fa & de Graaf, 2019). A key question in the metaphor literature focuses on the persuasive power of such figurative frames: when and how do figurative frames impact their audience?

This presentation will give an overview of empirical research on the persuasiveness of metaphor and irony (e.g., through political satire) in political discourse. Various studies from our lab demonstrate that the persuasiveness of figurative frames depends on a variety of factors such as (a) the specific frames investigated, (b) the baseline measure against which figurative frames are compared, (c) the persuasion variable investigated, (d) participant characteristics, (e) elements of processing and (f) the specific communicative context.

Under some conditions, figurative frames can be powerful in persuading the audience of the speaker's stance. However, in other situations, figurative frames exert a limited power on addressees. In some cases, figurative framing can even be less persuasive than its literal counterparts. This means that we need an indirect-effects approach to addressing the power of figurative frames: which figurative frames impact which addressees under which conditions?

Bio

Prof. dr. Christian Burgers is an Associate Professor in the Department of Communication Science at Vrije Universiteit Amsterdam and a Full Professor by special appointment in Strategic Communication (Logeion Chair) in the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam.

His research focuses on the role of language in strategic communication, with a particular focus on figurative language such as metaphor, hyperbole and irony. He studies the use and effects of metaphor, hyperbole and irony across domains of discourse (e.g., organizational communication, political communication, interpersonal communication). Between 2014-2018, he worked on the project "Figurative Framing" (2014-2018), for which he received a VENI grant from the Netherlands Organisation for Scientific Research (NWO). Currently, he works on his VIDI project "Contemporary

Political Satire" (2018-2024). For more information on the VIDI project, please view the project website: www.copolsat.org.

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Speaker: Ulrike Tabbert

Metaphor themes in the construction of crime and criminals

Ulrike Tabbert
University of Huddersfield

The use of metaphorical expressions is a powerful feature for the construction of crime and is frequently found in crime news reports. This paper explores how metaphors contribute to meaning making in those reports and how they serve to maintain power relationships in society. Metaphors, however, do not create meaning in isolation and therefore need to be examined using the entire stylistic toolkit. One of the examples to be looked at is a victim addressing offenders in court in an attempt to inquire their motive for attacking him:

"If you are genuinely remorseful, you will waste no more time in telling us [...] the real reason we were targeted." (The Guardian, 29th January 2015)

This example draws on the conceptual metaphor TIME IS MONEY. The victim, a professor, regards the offenders' execution of their procedural right to remain silent as a 'waste of time'. TIME can only be wasted if it is conceptualised as LIMITED RESOURCE, VALUABLE COMMODITY or MONEY. The selective mapping or, in other words, the highlighting of shared features of TIME and MONEY predisposes our thinking in a particular way (Goatly, 2007, p. 24). Further, the presupposition triggered by a counterfactual conditional (Levinson, 1983, p. 184) in combination with negation ('no'), a comparative adjective ('more') as well as the negatively connoted noun 'waste' indicate a hierarchy of values: The victim's interest is constructed as being superior to offenders' procedural rights, at least from the victim's point of view who aligns with the court by means of an inclusive 'we'.

This study of metaphor can thus contributes to revealing power relations in crime-related texts.

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Bio

Ulrike Tabbert is a Senior Public Prosecutor (Oberamtsanwältin) at a German prosecution office and a Visiting Research Fellow at the University of Huddersfield, UK. She holds a PhD in linguistics from Huddersfield and researches the construction of crime, criminals and victims across a variety of text types. She is co-founder of a Special Interest Group in Crime Writing at the Poetics and Linguistics Association (PALA) and a member of the Deutscher Anglistenverband e.V. Among other publication, she is the author of two monographs: Language and Crime (Palgrave Maxmillan, 2016) as well as Crime and Corpus (John Benjamins, 2015). Her most recent work includes a co-authored article on aspects of characterisation in Hadley Chase's crime fiction (English Studies, Taylor & Francis, 2021) as well as a co-edited volume: The Linguistics of Crime: A Linguistic Contribution to the Study of Crime with Cambridge University Press (in print).

Dementia in metaphors: towards shared understanding and decision-making in families of various cultural backgrounds

Dr. A.G. Dorst
Leiden University (NL)

In the next decade, the number of people with dementia from migrant and ethnic minority (MEM) groups is expected to rise twice as fast as among native Dutch people[1]. Persons with dementia and their families from MEM groups often receive suboptimal care, since differences in perceptions, values and preferences, as well as linguistic barriers may complicate communication between patients, their families and healthcare professionals[2].

In the current study, we identified metaphors in focus group and individual interviews with persons with dementia and their informal caregivers with a Chinese, Turkish, Moroccan, Surinamese or Dutch Antillean background. Our aim was to elicit the everyday thinking and talking about dementia of persons with dementia and their families. One specific research question was whether these MEM groups employ alternative metaphors for dementia from Dutch, as a result of which communication with healthcare professionals may become problematic. The interviews were conducted and transcribed in the native tongue of the participants (Cantonese, Turkish, Berber, Sranan Tongo and Papiamentu respectively). They were then translated as directly as possible (i.e. word by word) into Dutch and analyzed for the presence of Direct and Indirect Metaphor (following MIPVU, Steen et al. 2010) using the notions of topical and referential incongruity (cf. Cameron 2003). The identified metaphors were analyzed in context to determine meaningful patterns (cf. Dorst 2017) and group them into systematic metaphors (Cameron & Maslen 2010) and conceptual metaphors (Lakoff & Johnson 1980).

The results indicate, first of all, a conspicuous lack of metaphor to reflect on the nature of dementia and the experience of having dementia. Moreover, two typical conceptual metaphors in health communication (see Semino et al. 2017; Tay 2011), the JOURNEY and WAR metaphors, are virtually absent in all 5 MEM groups. Two metaphors that are shared among the five groups are the CHILD metaphor and the INSANITY metaphor, but these have different entailments and implications in the different cultures. In addition, the interview data show that such metaphors are in fact often experienced as insulting and hurtful due to the lack of self-sufficiency they entail.

With the outcome of these metaphor analyses we aim to raise awareness about how cultural background may influence the use of metaphor to understand and talk about dementia. The project aims to contribute to bridging the gap in quality of care for persons with dementia from MEM groups and improve person-centered, culturally sensitive dementia care.

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Bio

Aletta G. Dorst is a University Lecturer in Translation Studies and English Linguistics at Leiden University, the Netherlands. She was part of the team that developed MIPVU (Steen et al. 2010) and applied the procedure to analyse the forms and functions of metaphor in fiction in her PhD dissertation (Dorst 2011). She is also one of the editors of *Metaphor Identification in Multiple Languages: MIPVU around the world* (Nacey et al. 2019). Her current research and main publications focus on metaphor and translation, metaphor and style, and metaphor in health communication. She is currently leading an NRO Senior Fellow project on "The value of machine translation in the multilingual academic community", and one of the researchers on the ZonMW Memorabel project "Dementia in metaphors", leading the work package on metaphor identification and translation.

'Thrown down a path you didn't expect to go on': Metaphors of power and agency in accounts of pregnancy loss

Sarah Turner
Coventry University

Metaphor is particularly prevalent in discourse relating to difficult or painful emotions or situations (Semino, 2011) such as depression (Charteris-Black, 2012), cancer (Gibbs and Franks, 2002), addiction (Shinebourne and Smith, 2010), mental health post-trauma (Wilson and Lindy, 2013), and end-of-life care (Semino et al., 2017, 2018). This is because metaphor provides a tool to understand and describe these abstract, personal experiences by relating them to more concrete, universal ones. Given this, it is hardly surprising that discourses surrounding bereavement are rich in metaphor.

In this talk, I discuss the way in which the experience of a particular form of bereavement -pregnancy loss - shapes the way in which people make use of metaphor, with a focus on metaphors relating to power, agency and control. The data come from an ESRC-funded study which investigated the ways in which people who have experienced bereavement through pregnancy loss communicate their experiences to those who are there to support them. Our aim was to explore how they use metaphor to make sense of the trauma they are experiencing, both in terms of their own physical, bodily experiences and the reactions they have received by those around them. In this talk, I focus on how an analysis of metaphorical language use in the context of pregnancy loss can offer insights into the nature of this experience and conclude by proposing how such insights gained from metaphor analysis can be used to improve care and support for individuals and families suffering such losses.

(Please be advised that some examples used in this talk may be upsetting.)

Bio

Dr Sarah Turner is a cognitive linguist and lecturer in Stylistics at Coventry University, UK. She is particularly interested in the analysis of figurative language production as a means of gaining insights into physical, psychological and social experiences, with a current focus on the experience of grief and bereavement. Her postdoctoral research at the University of Birmingham, UK investigated the use of metaphors in accounts of pregnancy loss, and she is currently working on a similar project focusing on bereavement following the death of a child. Prior to taking up her current post at Coventry University, she taught at the universities of Birmingham and Tokyo.

A journey to win the lottery: Infertility metaphors in online discussions

Beth Yin Zhong[1] & Serena Yi Deng[2]

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Infertility, the failure of achieving pregnancy after 12-month unprotected sexual intercourse, is a common condition that affects millions of couples globally. Infertile individuals face multiple cycles of medical treatments as well as sociopsychological and emotional sufferings (Karimi et al., 2015; Li et al., 2017). In previous metaphor studies, infertility treatment was either depicted as an eventful journey with "ups and downs" (Palmer-Wackerly & Krieger, 2015), or framed as a win-or-lose situation that showcased "drawing a lottery", "fighting a battle", or "running a race" (de Lacey, 2002; Palmer-Wackerly & Krieger, 2015). Visual metaphors were additionally found to indicate the embodied experience of infertility, such as emotional entrapment and escape, social isolation, and self-empowerment (Refaie et al., 2020).

There are still unresolved issues in metaphor studies of infertility. First, past studies have all taken a holistic perspective toward infertility without considering the changes during the course of treatment, although a longitudinal study has proved a strong association between the stages of infertility treatment and different emotional and psychological conditions (Mahajan et al., 2010). Secondly, most relevant studies that examined infertility metaphors used publications (de Lacey, 2002) or researcher-elicited data such as interviews (Mezinska & Mileiko, 2012; Palmer-Wackerly & Krieger, 2015); no study so far, to our knowledge, has investigated the self-initiated discussions among infertile individuals.

This study investigates metaphors used by people who are facing infertility and receiving infertility treatment (ART/IVF) in an online discussion forum in mainland China. We follow the argument that metaphor use should ultimately be centred around their impacts, effects, and emotional associations (Semino et al., 2018; Semino et al., 2017). Apart from identifying metaphor source and target domains and comparing them across the three main stages of infertility treatment (i.e., pre-treatment, in the process of treatment, and post-treatment), we will also focus on metaphors associated with specific emotions at different stages of infertility treatment, and further explore their potential impacts and effects. This research work may provide therapeutic and clinical implications for practitioners involved in communication about infertility. It will also shed light on understanding the sociocultural conception of infertility and sociopsychological conditions of the affected groups in mainland China.

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Bio

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Metaphors make thinking visible in vocational guidance and counselling

Allison Creed
University of Melbourne

Higher education is a critical period of transition for students who hope to leave their university with employability skills and aspire to a graduate career. Proactive universities position employability teaching and support as central to career services and academic programs. In an industry dominated by league tables, universities appear to have no option but to integrate employability as a core aim; graduate outcomes equate with employment outcomes, student success is measured by dropout rates, and student experience is increasingly based on satisfaction with teacher quality. Knowledge of student perceptions of 'career' and their interaction with measures of employability is notably absent in the career development literature. An absence despite studies showing that vocational guidance and counselling practitioners make frequent use of metaphors—journey, construction, cycle, story, etc—to facilitate counsellor-client collaboration in the process of client case-conceptualization and employability intervention development. Furthermore, scholars of career who use metaphor in research and practice rely on intuitive or anecdotal propositions for metaphor identification which hampers reliable and replicable research. This paper presents empirical evidence that student perceptions of career metaphors significantly interact with measures of employability (i.e., agency, self-efficacy, and career outlook) and introduces a usable and reliable method for metaphor identification in career discourse as a pedagogical utility in counsellor training and practice. In doing so, awareness of the power of metaphor to mediate client and counsellor patterns of thinking, behaviour, and beliefs can be enhanced in practice and research.

Bio

Allison Creed is a Curriculum Designer and Lecturer in the Faculty of Arts at the University of Melbourne with expertise in Applied Linguistics, Education, and Organizational Coaching in undergraduate and postgraduate courses on and off-shore. Her research utilizes conceptual metaphor theory and cognitive linguistics to focus on issues in career and employability and the language of wine with articles appearing in the British Journal of Guidance and Counselling, International Journal of Educational and Vocational Guidance, and Journal of Career Assessment. She is also a Researching and Applying Metaphor (RaAM) Executive Committee member (Conference Secretary), research team member of the University of Southern Queensland ACCELL, and collaborates with the Inland Norway University of Applied Sciences Faculty of Education and University of Amsterdam Metaphor Lab.

"[As a Romanian in Italy] I feel like gut-bacteria, I still feel pretty comfortable": Migrants' metaphors as expressions of intermediate national identities

Andreas Musolff
University of East Anglia

In an international corpus of nation-as-body metaphor interpretations from informants in over 20 countries, a sub-sample of (im-)migrant respondents gave answers that highlighted their own 'mixed' identity and the experience of migration. Such Self-conceptualisations include, for instance, the source concepts, bacteria, parasites, appendix, vomit and mixed personality. The paper compares these Self-images with dehumanising 'Migrant-as-Other' metaphors that seem to be dominant in host communities. Initial results show similar conceptual frames in Other- and Self-conceptualisations, which are, however, differentiated into contrasting scenarios with divergent evaluative and argumentative implications. The data allow insights into how the migrants-as- authors negotiate power-relationships and articulate fears of disempowerment through bodily metaphors, using creative discourse strategies, such as irony, to subvert dehumanizing stereotypes. We argue that such strategies could be utilised in didactic and media contexts to counter and expose discriminatory discourses.

Keywords: irony, migration, metaphor, othering, self-conceptualisation

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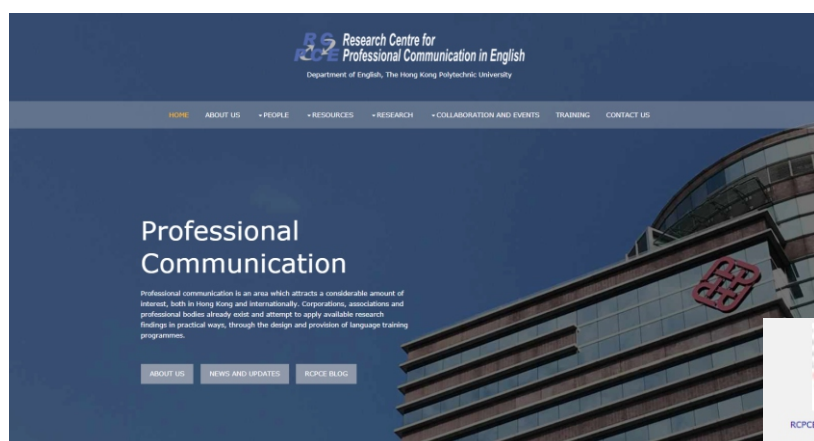
Bio

Andreas Musolff is Professor of Intercultural Communication at the University of East Anglia, UK. He studied English, German and Linguistics at Düsseldorf University and SOAS and graduated with a PhD thesis on the status of Karl Bühler's *Sprachtheorie* in the history of linguistics. Since 1990 he has worked in the UK, as lecturer and professor in German Language Studies at Aston University (Birmingham) and Durham University and, since 2010, as Professor of Intercultural Communication at the University of East Anglia (Norwich). His research interests focus on Cognitive Metaphor Studies, Intercultural and Multicultural Communication, and Public Discourse Analysis. He has published especially on figurative language in the media and in the public sphere in general; his publications include the monographs *Political Metaphor Analysis – Discourse and Scenarios* (2016), *Metaphor, Nation and the Holocaust* (2010), *Metaphor and Political Discourse* (2004), and the co-edited volumes *Metaphor and Intercultural Communication* (2014), *Contesting Europe's Eastern Rim: Cultural Identities in Public Discourse* (2010) and *Metaphor and Discourse* (2009).

The **Research Centre for Professional Communication in English (RCPCE)** of the **Department of English, The Hong Kong Polytechnic University**, was established in 2006. Our members and associates are involved in internationally acclaimed work in professional communication with a focus on discourse analysis, intercultural communication studies, language teaching and assessment, lexical studies, metaphor studies, and sociolinguistics.

Our goals are:

1. To provide a forum for academics and practitioners with interest in communication in professional settings to engage with each other and exchange ideas
2. To create and host specialised online corpora for researcher and practitioner reference
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The HK PolyU-PKU Research Centre on Chinese Linguistics (RP2U2), a collaborated Research Centre by the Hong Kong Polytechnic University and Peking University, was founded in 2009.

The main focus of the Centre include:
1. To conduct academic research based on the aforementioned research topics (including applications of joint research projects to MOST in China and HK government).
2. To enhance further development for postgraduate research students from both institutions in the relevant disciplines (such as Chinese philology, Chinese language processing, advanced professional certificate in Teaching Chinese as a Foreign Language.
3. To continue education for high school language teachers and instructors.

Our current work includes but not limit to

1. Published the 1st edition of **The Routledge Handbook of Chinese Applied Linguistics book series** in collaboration with Routledge, the world's leading academic publisher in the Humanities and Social Sciences.

2. Organizing the **Hong Kong Linguistics Olympiad**.

3. Organizing **The 1st** *linguistics Training and Internship Programme* for gifted secondary school students in Hong Kong.

More information can be found on our website:
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