

Cognitive Explorations into Metaphor and Metonymy

University of Koblenz-Landau, digital

Thursday, May 27 2021: Exploring Conceptual Metaphors and Metonymies

10.00 - 11.00

Keynote

Zoltán Kövecses

The nature and role of metaphor in human evolution

11.00 - 11.30

Sergei Kuzeev

Phenomenal metaphors: What they are and how to identify them

11.30 - 12.00

Ádám Galac

Examining the personification of smells in three different corpora: A genre-specific comparison

12.00 - 1.00

Lunch

1.00 - 1.30

Anna Sobczak

More than a plain colour: Metaphors of red in Hungarian

1.30 - 2.00

Judit Erdei

Applying Cognitive Linguistics to teaching English as a Second Language

2.00 - 2.30

Mohammad Ali Khali

Platonic, non-platonic and Sufi love: Metaphors in mystic poetry

2.30 - 3.00

coffee break

3.30 - 3.30

Julia Landmann

Terms of endearment in English: Metaphors of affection and tenderness in the Historical Thesaurus of the Oxford English Dictionary Online

3.30 - 4.30

Keynote

Veronika Szelid

Morality in love: What do metaphors reveal?

Friday, May 28 2021: Cognitive Explorations in Communication Covid-19

10.00 - 11.00

Keynote

Andreas Musolff

The impact(s) of the PANDEMIC MANAGEMENT AS WAR metaphor?

11.00 - 11.30

Rácz Balázs

Courage is beautiful: Positive conceptualizations of the PANDEMIC IS WAR metaphor in two television commercials

11.30 - 12.00

Tamta Tebidze

Multi-modal metaphors and metonymies in creative advertisements

12.00 - 1.00

Lunch

1.00 - 1.30

Setting the scene: Neele Mundt

How Corona changed the Linguistic Landscape

1.30 - 3.30

Workshop

Communicating Covid-19 in the LL
Frank Polzenhagen & Neele Mundt