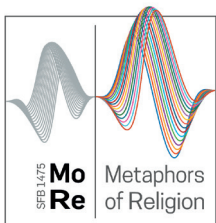




20th JANUARY 2025 –  
23rd JANUARY 2025



CERES-Building,  
Universitätsstr. 90a,  
Room "Ruhrpott" (4.13)



MASTER CLASS  
with Charles Forceville

# EXPLORING MULTIMODAL METAPHORS

organized by CRC 1475

# PROGRAMME

## Monday, 20<sup>th</sup> JANUARY

16:00–18:00 Visual and Multimodal Metaphor in Advertising and Political Cartoons

Metaphor, according to Lakoff and Johnson, is “primarily a matter of thought and action, and only derivatively a matter of language” (1980: 153). If this is correct, then metaphor should occur in other modes than only the verbal mode. And that, indeed, turns out to be the case. This presentation focuses on two genres in which visual and multimodal (here: verbo-pictorial) metaphors are used abundantly: Advertising and political cartoons. While across the two genres the metaphors’ formal appearance does not differ much, the genres steer the viewer and analyst into different interpretation strategies. After briefly (re)visiting some of the basics of metaphor theory as developed by Max Black and Lakoff and Johnson, I will present many examples of metaphors in both genres.

## Tuesday, 21<sup>st</sup> JANUARY

10:00–12:00 The conceptual metaphor LIFE IS A JOURNEY in animation film

Visual and multimodal metaphor can be creative (following Black 1979), but also structural (following Lakoff & Johnson 1980, Johnson 1987). According to Johnson (1987), the Source-Path-Goal schema underlies the conceptual metaphor X IS A JOURNEY or, formulated more technically, PURPOSEFUL ACTIVITY IS MOVEMENT TOWARD A DESTINATION. Forceville (2006, 2011) explores this metaphor in some documentary films that feature journeys; Forceville (Forceville & Jeulink 2011, Forceville 2013, 2017) extend these analyses to the medium of animation films. The presentation discusses some examples of wordless fictional animated “road movies” in terms of this central metaphor.

13:30–15:30 Stairway to Heaven: Liminal spaces in early Buddhist and Hindu sacred architecture

Prof. Dr. Jessie Pons, CRC Subproject B04

## Wednesday, 22<sup>nd</sup> JANUARY

10:00–12:00 Metaphors in feature films

Metaphors in films differ from those in static images because (1) the target and a source of a metaphor can be cued after each other rather than having to be recognizable synchronically; (2) films can draw not only on visuals and written language, but also on spoken language, sound, and music. In this presentation some scenes with creative film metaphors will be shown and discussed, as well as some instances of the deeply entrenched conceptual metaphors GOOD IS LIGHT and BAD IS DARK.

13:30–15:30 Shedding light on a dark subject – the entanglement of law and religion in the ancient Near East

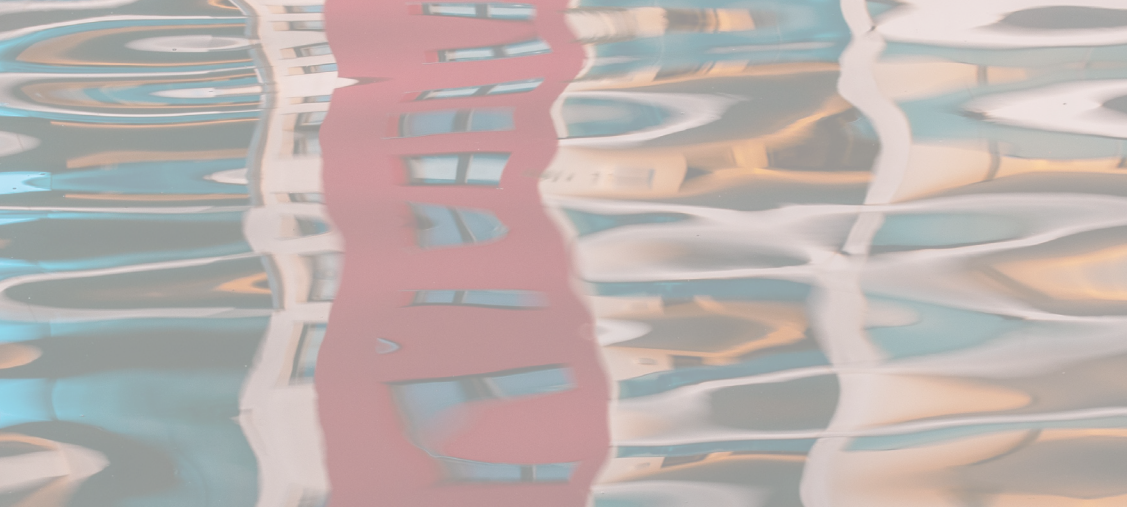
PD Dr. Rosel Pientka-Hinz, CRC Subproject C02

## Thursday, 23<sup>rd</sup> JANUARY

10:00–12:00 What steers the interpretation of a visual or multimodal message? A relevance theory perspective

Multimodality and semiotics scholarship is in need of an inclusive model of communication that takes into account the identities of the communicator, the audience, as well as their relation, and that does not privilege specific media and/or modes over others. The contours of such a model exist in relevance theory/RT (Sperber/Wilson 1995), whose central claim is that each act of communication comes with the presumption of optimal relevance to the envisaged audience. Conversely, the envisaged audience expects each act of communication aimed at it to be optimally relevant.

Hitherto RT scholars (typically: linguists) have almost exclusively analysed face-to-face exchanges. To fulfil RT's potential to develop into an inclusive theory of communication, it is necessary to explore how it can be adapted and refined to account for (1) messages in other modes than (only) the verbal mode; and (2) mass-communication. The presentation will specifically focus on how RT approaches the key issue of which factors have an impact on the interpretation of a picture or a multimodal message, discussing this issue by drawing on examples from different genres (logos & pictograms, advertisements, and cartoons).



## What's it all about? Topic of the MASTER CLASS

The Collaborative Research Center (CRC) 1475 „Metaphors of Religion“ is pleased to host a Master Class by Charles Forceville, Professor of Media Studies at the University of Amsterdam, from January 20 to 23, 2025. This engaging lecture series will delve into the world of visual and multimodal metaphors across various forms of media and communication.

The lectures will explore how metaphors go beyond language to shape meaning in advertising, political cartoons, animation, feature films, and more. Each talk examines different genres, offering unique insights into how metaphors communicate complex ideas and emotions through images, sound, and motion.

In our CRC, we investigate religious meaning-making in language, and we assume that metaphors have a fundamental share in this process. Two further assumptions guide us as broad principles in our research. Firstly, as a working basis, we borrow from Lakoff (1986) the model according to which in metaphors, meaning is transferred between semantic domains. Secondly, applying this model to religion, which cannot directly articulate its ultimate subject (the transcendent), we operate with the assumption that religion in its meaning-making process draws from its semantic environment (source domain), transferring meaning to its own domain (target domain).

## Contact

General organizational issues:  
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