

Course designed by:

Dr. Charles Forceville
University of Amsterdam (UvA)
Department of Media Studies
Turfdraagsterpad 9
1012 XT Amsterdam
The Netherlands
E-mail: c.j.forceville@uva.nl



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and Academia.edu profiles

Course guide

Aim: Having successfully completed this mini-course, students have a basic understanding of the concept of multimodality, and some more detailed insight into how creative and conceptual metaphor helps structure visual and multimodal discourse as well as cognition.

Contents: Cognitivism in the humanities chart, and generalize about, how human thinking is reflected in discourse. Such discourse is less and less purely verbal in nature. Cognitivist assumptions include that thinking

- is strongly rooted in the particularities of the human body (“embodiment,” with links to sociobiological and evolutionary approaches) but also reflects cultural knowledge;
- comprises both rational and emotional processing;
- can initially be studied without taking recourse to ideologically charged explanatory models.

In this course, the first two lectures will focus on the issue of “multimodality.” The following lectures will discuss specific elements of multimodal discourses-containing-the-visual-mode. The emphasis will be on visual and multimodal manifestations of metaphor.

“Multimodality” is the term commonly used to describe the phenomenon in which a message conveys meaning by drawing on two or more semiotic systems (or: “modes”). Although there is no generally accepted definition of “mode,” most scholars would agree that language, visuals, and music would count as three different modes. The dominant strand in multimodality scholarship is rooted in Hallidayan “systemic functional linguistics” (SFL) combined with (social) semiotics concept (Kress & Van Leeuwen 1996/2006, 2001, Jewitt 2014), or more semiotics-oriented (Bateman 2014, Bateman, Wildfeuer & Hiippala 2017, Klug & Stöckl 2016). This approach has strengths and weaknesses. A younger strand in multimodality scholarship is rooted in cognitivist approaches (both in linguistics, but also in other media, such as films and comics).

Contemporary metaphor theory, rooted in cognitive linguistics and pioneered by scholars such as George Lakoff, Mark Johnson, Zoltán Kövecses, and Ray Gibbs, has contributed substantially to the development of the cognitivist paradigm, since metaphor is nowadays considered a phenomenon of thought rather than language. But even today only few scholars examine non-verbal metaphor – although their number is growing (see Forceville & Urios-Aparisi 2009). Some seminal studies of linguistic and conceptual metaphor will be discussed, in order to show how metaphor can be theorized in non-verbal (mainly visual, but also musical and sonic) and partly-verbal/multimodal discourse.

Programme

Time: Thursday, 2 May 2019 9:45 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 1 Multimodality: semiotics-inspired approaches. In which, before immersing ourselves in theories of metaphor, we get an idea of “multimodality,” and of some of the problems besetting this young but quickly developing discipline. We will first look at work inspired by Systemic Functional Linguistics (SFL).

Background reading: Jewitt (2014); Bateman (2014); Forceville (1999).

Time: Thursday, 2 May 2019 12:00 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 2 Multimodality: a cognitivist approach. In this lecture we will consider an approach to multimodality that is inspired by relevance theory (RT), a cognitivist-oriented communication theory.

Background reading: Wilson & Sperber (2004); Forceville (2014).

Time: Friday, 3 May 2019 9:45 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 3 Max Black’s “interaction theory” and its applicability to visual/multimodal print & billboard advertising. In which the most important theory of creative verbal metaphor is explained to us, and we consider how it can be adapted for analysing visual and multimodal discourse.

Background reading: Black (1979); Forceville (1996 [1998]), Chapter 1, 2, and 6; OR Forceville Lecture 1 (“Preliminary concepts”) and lecture 2 (“When is something a pictorial metaphor?”) of Forceville’s online Metaphor Course at <http://semioticon.com/sio/courses/pictorial-multimodal-metaphor/>; Forceville (2017).

Time: Monday, 6 May 2019 9:45 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 4 Creative pictorial & multimodal metaphor in political cartoons. In which we will explore how metaphor can occur visually and multimodally in the medium of static visuals (often accompanied by written texts) in the genre of political cartoons.

Background reading: El Refaie (2003); Schilperoord & Maes (2009); Bounegru & Forceville (2011); Domínguez (2015); Abdel-Ahreem (2016); Pérez-Sobrino (2017); Forceville & Van de Laar (forthc.).

Time: Monday, 6 May 2019 12:00 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 5 Creative pictorial & multimodal metaphor in commercials & film. In which we will explore what remains the same and what changes when we consider metaphor in *moving* images in two genres: advertising and fiction film.

Background reading: Carroll (1996); Forceville (2016); Forceville (2007).

Time: Tuesday, 7 May 2019 9:45 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 6 Structural/correlational metaphor in thought, language, and moving images. In which it is made clear that metaphors are not necessarily creative; and that in fact we *think* in metaphors. As a result, structural metaphors also help systematically structure non-verbal and multimodal discourses. We will specifically focus on the structural metaphor LIFE IS A JOURNEY in moving images.

Background reading: Lakoff (1993); Lakoff (2014); Coëgnarts & Kravanja (2015); Ortiz (2015); Forceville & Jeulink (2011).

Time: Tuesday, 7 May 2019 12:00 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 7 Structural metaphors of DEPRESSION in short animation films. In this gloomy lecture, we will analyse the metaphors for DEPRESSION that dominate a some ten, mostly wordless animation films, paying attention to the specificities of the animation medium to communicate meaning.

Background reading: Charteris-Black (2012), Honess Roe (2011), Fahlenbrach (2017).

Time: Wednesday, 8 May 2019 9:45 Room: V. Gronsko (Muitinès g. 6, Kaunas)

Lecture 8 Analyzing comics. This last lecture will be devoted to discussing tools that can be used in the analysis of comics.

Background reading: Cohn (2013); Stamenković et al (2018).

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- *Metaphor and the Social World* (journal): <http://benjamins.com/#catalog/journals/msw/main>
- *International Cognitive Linguistics Association* (ICLA): <http://www.cognitivelinguistics.org/>
- *Researching and Applying Metaphor/RaAM* (association): <http://www.raam.org.uk/>
- *Adventures in Multimodality (AIM)* (blog/website, no longer maintained, except for the bibliography): <http://muldisc.wordpress.com/>
- *Annual Stockholm Metaphor Festival* (since August 2016 at University of Amsterdam – see below): <http://www.english.su.se/about-us/events/the-stockholm-metaphor-festival>
- *Metaphor Lab at University of Amsterdam*: <http://metaphorlab.org/>