

Identifying and Analyzing Visual Metaphor

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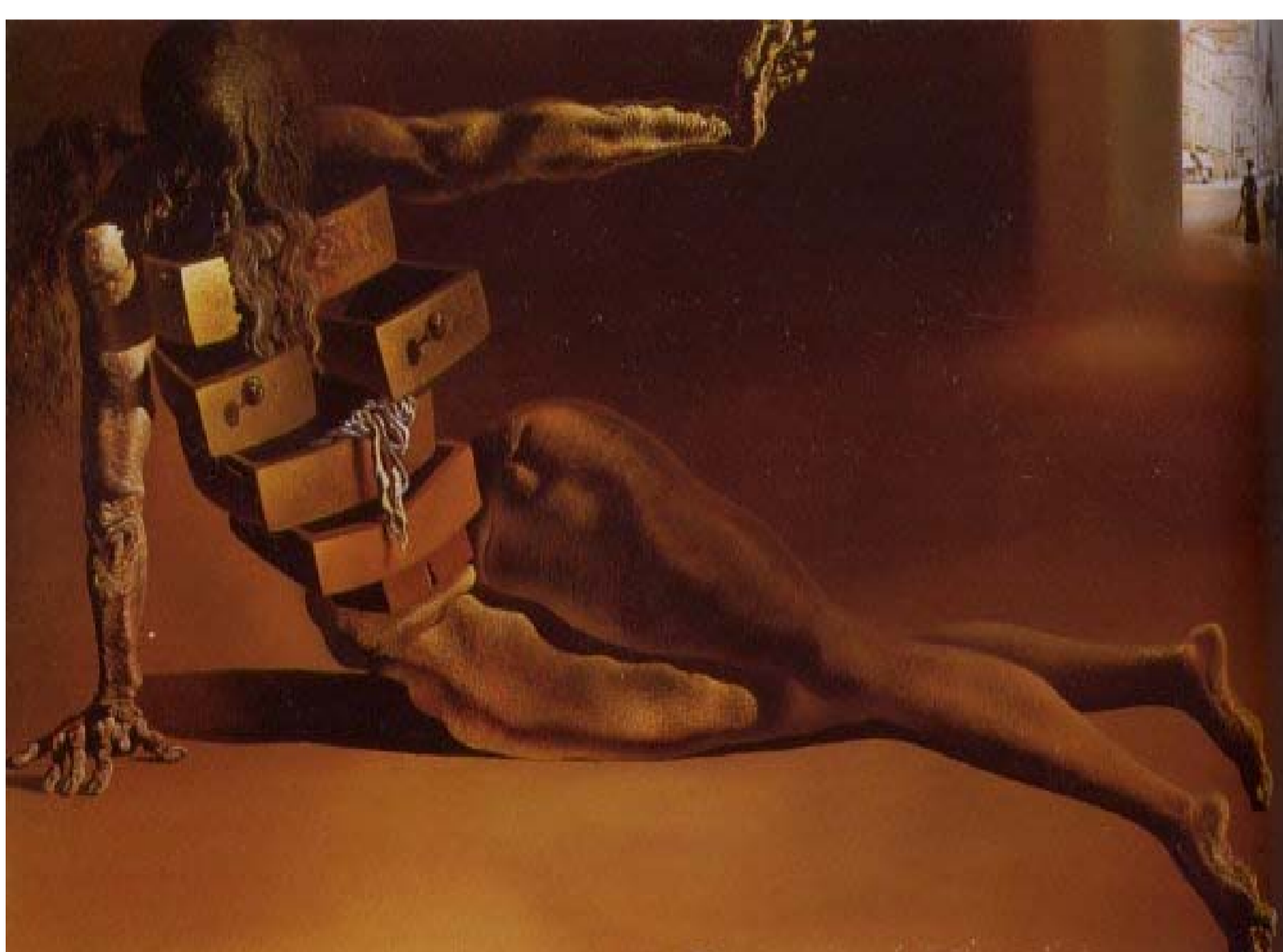


The project

Researchers in various disciplines agree that metaphor may be found in various modalities and media of communication, including gesture, film, and still images (Cienki & Müller, 2008; Gibbs, 2008; Forceville & Urios-Aparisi, 2009). However, **non-verbal metaphor** has not received as much attention as metaphor in language.

The project aims at the development of a **method for visual metaphor identification and analysis**. It capitalizes on the method developed for verbal metaphor identification by Gerard Steen and colleagues (2010), and also on the five-step method for reconstructing conceptual mappings across domains (Steen, 2009).

An Example of Visual Metaphor



Le cabinet anthropomorphique by Salvador Dalí, 1936

Strength of the Method

- **Explicitness** of the procedures
- Testing the **reliability** of the procedures
- Applicable to **wide range of materials**, including:
 - Paintings
 - Cartoons
 - Advertisements
 - Educational illustrations

A Method for Visual Metaphor Identification and Analysis

1. A seven-step procedure for **identifying metaphor-related visual units**.
2. A five-step procedure for **analyzing conceptual mappings between domains**.

References

- Cienki, A., & Müller, C. (2008). *Metaphor and gesture*. Amsterdam: John Benjamins.
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- Gibbs, R. (2008). *Cambridge handbook of metaphor and thought*. Cambridge: Cambridge University Press.
- Steen, G.J. (2009). From linguistic form to conceptual structure in five steps: analyzing metaphor in poetry. In G. Brône & J. Vandaele (Eds.), *Cognitive poetics: Goals, gains and gaps* (pp. 197-226). Berlin/ New York: Mouton de Gruyter.
- Steen, G.J., Dorst, A.G., Herrmann, J.B., Kaal, A.A., Krennmayr, T., Pasma, T. (2010). *A method for linguistic metaphor identification: From MIP to MIPVU*. Amsterdam: John Benjamins.

The Metaphor Lab



The Metaphor Lab is an internationally unique expertise center for Metaphor Studies. Its mission is to stimulate interdisciplinary collaboration, innovation, and application in all areas of metaphor research inside and outside academic communities.

The Metaphor Lab performs fundamental research on metaphor in language, cognition, and communication is combined with applied research on metaphor in varied domains of discourse such as media use, organization, management, health etc.

The lab specializes in linguistics and discourse studies, psycholinguistics and cognitive science, sociolinguistics and social science, and applied linguistics. It seeks to develop new products and services for the non-academic community, to improve self-awareness, monitoring, training and testing of metaphor use in design, management, communication, and interaction.

